

APPLIED COMPONENT-RETAIL MANAGEMENT

Duration : 2 hrs

Max Marks : 80

Instructions

- 1 All questions are compulsory
- 2 Start each new question on a fresh page
- 3 Figures to the right indicate maximum marks

Q1. Write Short notes on: (Any 4) (4x4=16)

- a) FDI in retail sector in India.
- b) Speciality stores.
- c) Central business district.
- d) Visual merchandising & methods of display.
- e) Multichannel retailing.
- f) Off-price retailers.

Q2. Write Short notes on: (Any 4) (4x4=16)

- a) Functions of a retailer.
- b) Catalogue showroom.
- c) Secondary business district.
- d) Measures to reduce employee theft.
- e) Planogram.
- f) Importance of store design.

Q3. A) Discuss the features of a retailer and retail life cycle with the help of a diagram. (12)

OR

B) Highlight the factors responsible for the growth of retail sector in India. (12)

Q4. A) State & explain the types of non-store retailing. (12)

OR

B) Explain the types of retail stores on the basis of ownership. (12)

Q5. A).Discuss the steps involved in selecting the retail location. (12)

OR

B) Discuss free standing location and part of the shopping centre as a type of location available for a retailer to set up retail outlet. (12)

Q6. A) Highlight the components of the interior stores design. (12)

OR

B) Explain the different types of stores layouts. (12)
