

**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)**

\*\*\*\*\*