

Duration: 2 Hours

Max. Marks: 80

**Instructions:**

- Figures to the right indicate maximum marks.
- Start each question on a fresh page
- All questions are compulsory

Q.1. Write short notes on any FOUR of the following:

**Marks 16**

- a. The role of technology in retail sector.
- b. The merits of FDI in retail sector.
- c. The retail scenario in India.
- d. Catalog Showrooms
- e. Factory outlets
- f. Independent retailer

Q.2. Write short notes on any FOUR of the following:

**Marks 16**

- a. Importance of store location
- b. Hotels and hospital retailing
- c. Competition & compatibility with reference to site location
- d. Importance of exterior store design
- e. Shoplifters
- f. Vertical merchandising

Q3a. Define a retailer. Explain the functions performed by a retailer.

**Marks 12**

**OR**

- b. With a neat diagram explain the concept of Retail Life Cycle.

Q4a. Explain the following formats of retailing - super markets, specialty stores and leased department.

**Marks 12**

**OR**

- b. Explain the merits and demerits of franchising as a form of retail format.

Q5a. Explain the meaning, merits and demerits of 'free standing' location as a choice for a retail location.

**Marks 12**

**OR**

- b. What are the factors to be considered by a retailer in the selection of the final site?

Q6a. What do you mean by employee theft? Explain the different measures that a retailer can take to reduce such theft.

**Marks 12**

**OR**

- b. What is store layout? Explain with diagrams the different types of layout.