

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. Role of technology in retailing
- b. Advantages of multi-channel retailing
- c. Retail scenario in Indian context
- d. Consumer Co-operatives
- e. Specialty stores
- f. Factory outlets

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

Marks 16

- a. NBD
- b. String
- c. Resorts and airport retailing
- d. Importance of store location
- e. Free form layout
- f. Planogram

Q3a. What are factors responsible for the growth of retail sector in India?

OR

b. Explain the concept of Retail Life Cycle with the help of a diagram. Marks 12

Q4a. Explain the various non-store retailing formats available to a retailer.

OR

b. Explain the following formats of retailing - convenience stores, super markets and hyper markets. Marks 12

Q5a. What is a shopping mall? What are the merits and demerits of locating a retail store in a mall?

OR

b. What do you mean by a 'trade area'? What are factors to be considered in a trade area analysis? Marks 12

Q6a. Explain the meaning of the term 'store design'. What are its components?

OR

b. What is visual merchandising? Explain the different methods of visual merchandising. Marks 12