

Retail Management

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 corporate sector in Indian retail sector.
- b. The merits of multi-channel retailing.
- c. The 'maturity and decline stage' of retail life cycle.
- d. Catalog Showrooms
- e. Telemarketing
- f. Independent retailer

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

Marks 16

- a. Importance of store location
- b. Resort and airport retailing
- c. Competition & compatibility in retail
- d. Components of exterior store design
- e. Graphics and signage
- f. Vertical merchandising

Q3a. Define a retailer. Explain the functions performed by a retailer. **Marks 12**

OR

b. What is FDI? What are its pros and cons with respect to Indian retail sector?

Q4a. Explain the following formats of retailing - hyper markets, specialty stores and department stores. **Marks 12**

OR

b. Explain the following formats of retailing - lease departments, off price retailers and factory outlets.

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 market identification?

Q6a. What do you mean by shoplifting? Explain the different measures that a retailer can take to reduce shoplifting. **Marks 12**

OR

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