

INTRODUCTION TO RETAILING

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

1. Discuss the importance of retailing.
2. What do you mean by zero level channel and multi channel marketing system?
3. Write a note on Global Retail Scenario.
4. 'Retail success depends on environmental analysis' – Comment.
5. How will you make the analysis of competition through the Mapping of strategic group?
6. How can you classify the goods in retail?

7. Discuss the various Non-store Based Formats with examples.
8. What is shopping mission? How does it affect consumer decision making?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

Each question carries 15 marks.

9. What do you understand by integration of distribution channel? Explain.
10. State the suggestions on improving the current Indian retail scenario, considering the limitations and key drives.
11. What is environmental analysis? What are the points to be kept in mind while doing an environmental analysis?
12. Discuss the various types of competitions.
13. Define FDI. What are the various factors attracting FDI to India?

14. Discuss the various types of store based formats of retailing.
15. Explain the factors which are considered important in selecting the retail outlet.
16. Bring the major provisions of monopolistic Restriction Trade Practice Act of 1969.

**STORE OPERATIONS MANAGEMENT**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

1. State the ownership patterns of Retail shops.
2. What are the types of shop displays?
3. List out the components of GMROI.
4. What is considered as freight in Retailing?
5. Enumerate the various levels of service.
6. What are the three types of distribution?
7. Describe two components of store security.
8. What factors are to be considered before resource allocation?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

Each question carries 15 marks.

9. Discuss the main role and functions of retail store manager.
10. Briefly explain the following: Reorder point, Reorder time, Reorder level.
11. Explain the functions of store manager, receiving supervisors and department supervisors in relation to purchasing and receiving.
12. List out and explain the key ingredients in effective consumer complaint management in retailing.
13. Discuss the strength and weakness of the two basic types of job performance measures.
14. Explain the merits and demerits of direct distribution in retail store in India.
15. Discuss how the elements of interior design are used to create unique atmospheres.
16. Explain the budgeting for merchandise and forecasting in retailing.

