

INTRODUCTION TO RETAILING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

1. Bring out the objectives of KVIC.
2. What do you mean by Horizontal Marketing system and Multi channel Marketing System?
3. Write a note on Global Development Retail Index.
4. What do you mean by bargaining power of suppliers?
5. State the various methods by which international retailer law enter in Indian retail market.

6. What are the advantages and disadvantages of independent and chain store?
7. Explain the factors that influence the retail outlet choice.
8. What do you understand by Intellectual Property Right?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

Each questions carries 15 marks.

9. Discuss the meaning, and importance of retailing and describe the evolution of retail industry in India.
10. What do you understand by channel of distribution? How are channel decisions taken?
11. Explain the role of technology in retail environment.

12. Briefly discuss the framework for analysing competition.
13. Write about the Indian retail experience and explain the reasons for the slow growth of organized retail in India.
14. Discuss the advantages and disadvantages of retail ownership.
15. Discuss the influence of demographic and left style changes on retailing.
16. Explain the importance of studying legal and ethical issues in retail management.

STORE OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Each question carries 5 marks.

1. State the non store retailings.
2. What is bottom up space management?
3. What do you mean by EOQ?
4. Write a note on Multichannel Retailing.
5. What is store insurance?
6. Enumerate the two components of store atmosphere.
7. List out the components of store exteriors.
8. What are the steps in sales forecasting?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

Each question carries 15 marks.

9. Discuss the main Consumer trends in the 2010s and the impact such trends will have on future retail provision.
10. Explain the steps involved in central billing process.
11. State and explain the various ways of check out operations in retail stores.
12. Elucidate the major recommendations for managing consumer complaints in Indian retailing.
13. Explain the advantages and disadvantages of multi channel system in retail distribution system.
14. What are the goals of compensation plan in retail setting? Discuss.
15. Explain the criteria may be used to organize merchandise into groupings for store layout purposes.
16. Discuss the merits and demerits of cost based inventory systems.

