

Q2. (A) Explain the functions performed by retailers. (8)

(B) State the advantages of E-tailing. (7)

OR

Q2(C) Elucidate the advantages of FDI in Indian Retail sector. (8)

(D) describe the different types of franchising. (7)

Q3 (A) State the factors influencing retail shopper. (8)

(B) Explain market research as a tool for understanding retail shoppers. (7)

OR

Q3(C) Describe the organization structure suitable for retail stores (8)

(D) State the factors that influence store location. (7)

Q4 (A) State the principles of merchandising. (8)

(B) Explain the role of category captain (7)

OR

Q4(C) Describe the different pricing strategies (8)

(D) State the need for private labels in India (7)

Q5 (A) Explain the objectives of store design (8)

(B) Describe the role of atmospherics and aesthetics in a retail store. (7)

OR

(C) Write short notes(Any three) (15)

a. Airport retailing

b. Mall management

c. Interior store design

d. CRM in retail

e. 5S of retail operation.
