

Duration: 2.5 hours

Total marks : 75

NOTE: 1. All questions are compulsory

2. Figures in the right indicate full marks

Q1.A Choose the right answer (Any eight):

(8 marks)

1. The key advantage of e-tailing is:  
(a) Limited product assortment (b) Wider reach and convenience  
(c) Higher fixed costs (d) Lack of personalization
2. The store exterior element that attracts customers is known as:  
(a) Layout (b) Display (c) Façade (d) Aisle
3. Loss leaders are products sold:  
(a) Above cost to maximize margins (b) Below cost to attract customers  
(c) At average cost to maintain stability (d) At premium price to maintain exclusivity
4. Planogram is a:  
(a) Store security system (b) Blueprint of product placement  
(c) Customer loyalty scheme (d) Marketing research report
5. Private labels are also called:  
(a) National brands (b) Store brands (c) Designer brands (d) Generic brands
6. Customer Relationship Management (CRM) in retail primarily aims at:  
(a) Reducing store layout costs (b) Enhancing long-term customer loyalty  
(c) Increasing advertising clutter (d) Avoiding staff training
7. Franchising where the franchisor gives rights for a specific product line is:  
(a) Business-format franchising (b) Product/trade-name franchising  
(c) Investment franchising (d) Joint venture franchising
8. A shopping mall is an example of:  
(a) Freestanding store (b) Business district store  
(c) Destination retail location (d) Specialty store
9. Barcodes are used in retail for:  
(a) Product design (b) Price negotiation  
(c) Faster billing and inventory tracking (d) Customer segmentation
10. A fad product is characterized by:  
(a) Long-term steady demand (b) Short-lived, high popularity  
(c) Seasonal variations only (d) Evergreen demand cycle

Q1.B State whether the following statements are True or False (Any seven):

(7 marks)

1. Retailers form the last link in the distribution channel.
2. Visual merchandising is often termed as “silent salesman.”
3. Multi-channel retailing involves using a single sales channel.
4. Online fraud is one of the limitations of e-tailing.
5. Destination locations usually guarantee low customer footfall.

6. Generic brands target the premium segment with heavy advertising.
7. Customer loyalty indicates commitment to a retailer's store.
8. Signage in retail is used mainly for staff training.
9. Mall management includes tenant mix, promotions, and facility management.
10. Airport retailing is considered a form of convenience retailing.

- Q2 a) Explain the functions performed by retailers. (8 Marks)  
b) Discuss the factors influencing store location decisions. (7 Marks)

**OR**

- a) Explain the concept of destination retail locations with suitable examples. (8 Marks)  
b) Discuss the advantages and limitations of freestanding stores. (7 Marks)

- Q3 a) Explain the different types of franchising in retail with examples. (8 Marks)  
b) What is meant by electronic shelf labels (ESLs)? Discuss their significance. (7 Marks)

**OR**

- a) Explain the different customer services provided by retailers to enhance shopper experience. (8 Marks)  
b) Discuss the role of technology in modern retailing. (7 Marks)

- Q4 a) Describe four customer retention approaches commonly used in retail. (8 Marks)  
b) State and explain the objectives of CRM in retail. (7 Marks)

**OR**

- a) Explain the concept of market research as a tool for understanding retail shoppers. (8 Marks)  
b) Discuss the advantages of e-tailing. (7 Marks)

**OR**

- Q5 a. Outline the Career Growth in Retail? (15 Marks)

**OR**

- Q5 b Write short notes on any three: (Any three — 5 marks each)

1. Store Atmospherics
2. Buying Cycle in Retail
3. Principles of Merchandising
4. Career Options in Retail
5. Mall Management