

- Q.29 Explain the importance of store operation
- Q.30 What are the activities involved in promotional campaign
- Q.31 What are the needs of outsourcing in retail ?
- Q.32 Explain the value of insurance as a tool of risk management in retail
- Q.33 Explain the promotional mix in detail.
- Q.34 Write a note on computerization in Indian retail industry
- Q.35 Write a note on outdoor promotion activities in context to the retailing.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define retail. Explain the framework of franchising system in retail in detail.
- Q.37 What is store promotion? Explain how promotional campaign popularizing the brand name of a retail outlet.
- Q.38 What is E-commerce? Explain the development of online retailing in India.

No. of Printed Pages : 4

Roll No.

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4th Sem / DBM, DBM / IPM

Subject:- Retail Operations Management & Promotion

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Retail works for.....
- a) Investment b) Production
- c) Margin d) None
- Q.2 Retail operation Includes.....
- a) Display b) Demo
- c) Stocking d) All of these
- Q.3 Merchandising function involve.....
- a) Displaying b) Selling
- c) Dealing d) All of these
- Q.4 This is not a component of retail operation
- a) Customer b) Inventory
- c) Store location d) Production
- Q.5 Promotion involves
- a) Advertisement b) Publicity
- c) Both d) None

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186745-R/126745-R/
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186745-R/126745-R/
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- Q.6 What is inventory ?
 a) Stock b) Warehouse
 c) Refilling d) All of these
- Q.7 This is a reason for inventory loss.
 a) Over Order b) Unplanned Stocking
 c) Both d) None
- Q.8 Store maintenance includes
 a) Planing b) Staffing
 c) Directing d) All of these
- Q.9 Costs associated with inventory are.....
 a) Holding Cost b) Ordering Cost
 c) Both d) None
- Q.10 Measure to store security.....
 a) Fire Safety
 b) Stock Safety
 c) Anti-theft Equipment
 d) All of these

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Store insurance can not cover loss by theft. (T/F)
 Q.12 Computerization promotes e-retailing. (T/F)
 Q.13 Outsourcing is also a function of retailing. (T/F)
 Q.14 Visual Merchandising is a part of store operation. (T/F)

- Q.15 Road show is not a part of promotional campaign. (T/F)
 Q.16 Sales promotion is a technique to boost sales only. (T/F)
 Q.17 Customer orientation is an example of common retail function.(T/F)
 Q.18 Store-based retailing is an example of modern retail.(T/F)
 Q.19 Sign boards are equipment used in store security. (T/F)
 Q.20 Visualization of product is not involved in retail operation. (T/F)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What are the elements of inventory management?
 Q.22 Explain the process of retail store operation, planning.
 Q.23 State the measures to protect from inventory loss.
 Q.24 Explain the process of store maintenance.
 Q.25 What are the elements of store operation ?
 Q.26 Explain the roles of a merchandiser.
 Q.27 Details the activity carried out in daily retail operation.
 Q.28 Describe the technique of sales promotion.