

- Q.21 Discuss any four features of retail analysis.  
Q.22 Suggest any four characteristics of business development.

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### SECTION-D

**Note: Long answer questions. Attempt any two questions out of three Questions. (2x8=16)**

- Q.23 Write down an overview of retail industry.  
Q.24 Write down a detail note on store layout.  
Q.25 Write down a detail note on visual merchandising principles.

Time : 3 Hrs.

M.M. : 60

### SECTION-A

**Note: Multiple choice Questions. All Questions are compulsory. (6x1=6)**

- Q.1 What is key function of retail management?  
a) Ensuring efficient store operations and customer satisfaction  
b) Avoiding employee training programs  
c) Reducing customer service efforts  
d) Limiting product variety
- Q.2 Which of the following is essential for effective inventory management?  
a) Overstocking products without tracking sales  
b) Ignoring demand and supply trends  
c) Maintaining accurate stock levels and timely restocking  
d) Ordering products randomly

- Q.3 How does store design impact a retail Business?
- It influences customer experience and buying behaviour
  - It has no effect on sales
  - It only helps in reducing operational costs
  - It is only important for luxury stores
- Q.4 Which marketing strategy is most effective for promoting a boutique?
- Using a mix of online and offline promotions
  - Relying only on word of mouth marketing
  - Avoiding social media promotions
  - Limiting advertisements to in-store displays
- Q.5 What is a key advantage of using social media strategies in retail marketing?
- Ignoring customer interactions
  - Increasing brand visibility and customer engagement
  - Avoiding the need for store promotions
  - Reducing customer reach
- Q.6 Why is business growth strategy important in retail?
- It helps expand market reach and improve profitability
  - It is only needed for online stores
  - It reduces the need for customer service
  - It focuses only on cutting costs

### **SECTION-B**

**Note: Objective/Completion type questions. All questions are compulsory.**  $(6 \times 1 = 6)$

- Define retail management.
- Define staffing.
- Define branding.
- What is digital marketing?
- Define sales data analysis?
- Define visual merchandising.

### **SECTION-C**

**Note: Short answer type Questions. Attempt any eight questions out of ten Questions.**  $(8 \times 4 = 32)$

- Write down any four retail formats with example.
- Write down any four characteristics of retail management.
- Compare staffing and scheduling.
- Suggest any four features of merchandising strategies.
- Write down any four features of window displays.
- Write down any four characteristics of branding.
- Write down any four characteristics of social media strategies.
- Write down any four promotion events in retail.