

- Q.29 Write a note on exterior store design as a visual merchandising.
 - Q.30 What are the components of exterior display arrangement?
 - Q.31 Explain the process of retail merchandising planning.
 - Q.32 States the measures to protecting from loss while merchandise stock handling.
 - Q.33 Explain the process of merchandise source maintenance
 - Q.34 Describe the techniques of display.
 - Q.35 Explain the importance of merchandise management

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 What are the elements involved in retail franchising and discuss the importance of retail franchise?

Q.37 What are the needs of retail store space allocation? Explain the process of category management?

Q.38 Define the services fall under the visual merchandiser and explain the role of merchandiser in daily store management.

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4th Sem / Branch : DBM,DBM/IPM

Subject:- Retail Merchandise Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 This is a function of Merchandiser.....

a) Price b) Selling
c) Production d) None

Q.2 Sourcing include.....

a) Purchasing b) Suppling
c) Both d) None

Q.3is not a function of merchandising

a) Selling b) Buying
c) Accounting d) Displaying

Q.4 This is not a Category in Retail Store

a) Specialty store b) Departmental store
c) Big store d) None

Q.5 This is very important in merchandising among following.....

a) Display b) Storage
c) Distribution d) All of these

- Q.6 In retail.....is a main function
 a) Merchandising
 b) Visual Merchandising
 c) Both
 d) None of these
- Q.7 Retailer should more focus on.....
 a) Producers b) Distributors
 c) Customers d) Promoters
- Q.8is not a function of inventory
 a) Warehousing b) Buying
 c) Accounting d) Displaying
- Q.9 This is not related with RLC
 a) Introduction b) Growth
 c) Sale d) Mature
- Q.10 This is not important in Retailing
 a) Display b) Storage
 c) Distribution d) Manufacturing

SECTION-B

Note: Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$

- Q.11 Bar code scanner is a store component (T/F)
- Q.12 Location of a store is not related with external environment. (T/F)
- Q.13 Merchandising facilities buying and selling. (T/F)
- Q.14 Shopping is also an amusement activity. (T/F)

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- Q.15 Store visual merchandiser focus on.....Points.
 (Sales/Display)
- Q.16 Quotation calling is a technique of procurement.
 (T/F)
- Q.17 Retail formats related with style of retail. (T/F)
- Q.18 Retail store space allocation is a technique of space management. (T/F)
- Q.19 Age is not a demographic factor that influences buying decision making process. (T/F)
- Q.20 Category management does not cover strategic sourcing activities. (T/F)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$

- Q.21 What are the elements of store appearance.
- Q.22 Explain the roles of procurement sourcing.
- Q.23 Details the activity carried out in merchandising operation.
- Q.24 What are the functions of a merchandiser.
- Q.25 What are the needs franchising in retail.
- Q.26 Explain the process of merchandising in retail.
- Q.27 Explain the promotional mix in detail.
- Q.28 Write the functions of category manager in a retail outlet.

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