

SECTION-B

Note: Short answer type questions. Attempt any six questions out of Eight questions. (6x5=30)

- Q.11 Write a note on the retail formats.
- Q.12 What do you understand with Product mix?
- Q.13 Write down few functions of Merchandising.
- Q.14 Write some of the functions of retail store associate.
- Q.15 Write a note on the health care in retailing.
- Q.16 Briefly write down the retail planning process.
- Q.17 What is the significance of brands?
- Q.18 Explain about the responsibilities of Merchandiser.

SECTION-C

Note: Long answer type questions. Attempt any one question out of two questions. (1x10=10)

- Q.19 What do you understand with retail marketing mix? Explain in detail about the place mix and Physical evidence.
- Q.20 Write a note on the retail planning. List down some problems in retail planning.

No. of Printed Pages : 2

188942

Roll No.

Level 4, 2nd Sem / (DVOC) BFSI

Subject : Retail Operations

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note: Very short answer type questions. All questions are compulsory. (10x1=10)

Write about 2-3 lines for the following.

- Q.1 Retailer.
- Q.2 Promotion mix.
- Q.3 Merchandiser.
- Q.4 Retail store.
- Q.5 Retail store associate.
- Q.6 Hazards at workplace.
- Q.7 Sales capacity.
- Q.8 Retail marketing.
- Q.9 Brand identity.
- Q.10 Branding.