

SECTION-B

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

Q.11 Write a note on the basics of retailing.

Q.12 What do you understand with the Price mix?

Q.13 What are the source of Merchandise?

Q.14 Write a note on the design decision for store layout.

Q.15 What do you understand with personal grooming.

Q.16 What are the different types of retail plan?

Q.17 What is the need of brand identity?

Q.18 Write a note on the physical evidence.

SECTION-C

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

Q.19 What do you understand with retail branding?
Write some tips to promote a retail brand.

Q.20 Write a detailed note on types of retail location.
Also mention few store layouts for retail operations.

(40)

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No. of Printed Pages : 2

Roll No.

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DVOC (Level 4)
2nd Sem. / Trade:BFSI
Subject : Retail Operations

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note: Very short questions. Attempt all ten questions. (10x1=10)

Write about 2-3 lines for the following.

Q.1 Retail branding.

Q.2 Retail Planning.

Q.3 Hygiene in retailing.

Q.4 Retail store.

Q.5 Layout decision.

Q.6 Merchandising Management.

Q.7 Retail marketing mix.

Q.8 Retailing.

Q.9 Retail location.

Q.10 Promotion of retail brand.

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