

Section-D

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

- Q.23 Describe the concept of space management and its importance in retail.
- Q.24 Explain the roles and responsibilities of a store manager in a retail environment.
- Q.25 Explain the concept of logistics in retail and its role in merchandise management.

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**5th Sem. / Business Management (Retail)
Subject : Retail Operations & Store Management**

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 What is a primary responsibility of a store manager?
- a) Designing marketing campaigns
 - b) Overseeing daily operations and staff
 - c) Managing supplier relationships
 - d) Conducting market research
- Q.2 Parking space availability at retail centres affects:
- a) Sales only during peak hours
 - b) Customer foot traffic and convenience
 - c) Employee satisfaction
 - d) Supplier negotiations
- Q.3 Which of the following is a technique of inventory control?
- a) Just in time inventory b) Blind inventory checks
 - c) Employee Bonuses d) Advertising campaigns

- Q.4 Negative inventory refers to:
- Inventory that cannot be sold
 - Stock levels that are recorded as less than zero
 - Inventory that has been sold out
 - Items returned to the vendor
- Q.5 Which of the following is part of the product repair system?
- Inventory turnover ratio
 - Marketing analysis
 - Supplier audits
 - Product refurbishment process
- Q.6 Logistics control aims to improve:
- Customer service only
 - Marketing strategies
 - Product availability and assortment
 - Financial projections

Section-B

- Note: Objective/Completion type questions. All questions are compulsory.** (6x1=6)
- Q.7 Merchandise management only involves the purchasing of goods. (True/False)
- Q.8 Category management can lead to improved sales and customer satisfaction. (True/False)

- Q.9 Store design has no impact on customer shopping behaviour. (True/False)
- Q.10 Visual merchandising primarily focuses on the aesthetic presentation of products. (True/False)
- Q.11 Store managers are responsible for employee training and customer service. (True/False)
- Q.12 Negative inventory indicates a surplus of stock. (True/False)

Section-C

- Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)**
- Define merchandise management.
 - What are the key methods in the merchandise sourcing?
 - Discuss 4 factors that affect choice of retail locations.
 - Discuss the strategies of Logistic Control.
 - What is the importance of shelf space planning?
 - Describe category management.
 - What are the objectives of store design?
 - Explain the concept of space management.
 - What role does visual merchandising play in retail?
 - Identify the responsibilities of a store manager.