

- Q.30 What are the main components of category management ?
 - Q.31 Details the equipment required in visual merchandising
 - Q.32 Explain the interior display arrangement technique in a store.
 - Q.33 Describe the factor determining the merchandising budget.
 - Q.34 Explain the process of merchandise planning.
 - Q.35 Describe the main role of merchandiser in retailing.

SECTION-D

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

- Q.36 Define stock. Explain the various cost associate with the stock handling ?

Q.37 Write a detail note on the cause to bring change in retail scenario in India and popularized the concept online shopping portals.

Q.38 What is retail franchising ? Explain the types of retail franchise in detail.

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4th Sem / DBM,(DBM)IPM
Subject : Retail Merchandise Management

Time : 3 Hrs. M.M. : 100

M.M. : 100

SECTION-A

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

- Q.1 In retail merchandise is

a) Price b) Product

c) Production d) None

Q.2 Free form of Retailing include

a) A. Traditional Retail b) E-Tailing

c) Both d) None

Q.3 is a function of merchandising.

a) Selling b) Costing

c) Accounting d) All of these

Q.4 Merchandiser involves in

a) Buying b) Selling

c) Both d) None

Q.5 Visual merchandising is focusing on

a) Display b) Storage

c) Distribution d) All of these

- Q.6 Retailer handles the objections of
- Producers
 - Distributors
 - Customers
 - All of these
- Q.7 Trend in retail is related with
- Choice
 - Demand
 - Design
 - All of these
- Q.8 is new in India.
- Organized retail
 - Unorganized retail
 - Both
 - None
- Q.9 Online shopping is by product of
- Internet
 - Computer
 - Transporters
 - All of these
- Q.10 Store based retailing is an example of
- Traditional Retail
 - E-Tailing
 - Both
 - None

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Procurement is related with purchase. (T/F)
- Q.12 Merchandise planning not targets the sales objectives. (T/F)
- Q.13 Franchising leads to multi retail outlets of same kinds. (T/F)
- Q.14 Category management focuses on vendor development also. (T/F)
- Q.15 Procurement planning can reduce the inventory costs. (T/F)

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- Q.16 Merchandising sourcing is related with supplier establishment. (T/F)
- Q.17 Store Space allocation is external function only. (T/F)
- Q.18 Interior Display Planning also includes front of the store. (T/F)
- Q.19 Category Management is a (Plan/Process)
- Q.20 Methods of merchandise procurement (Negotiation/Demonstration)

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 What are the main features of category management?
- Q.22 Explain ABC analysis as a technique of Inventory handling?
- Q.23 Explain the technique of merchandise procurement.
- Q.24 Write a note on the drivers to retail change in India?
- Q.25 Explain any one technique of material handling.
- Q.26 What are the functions involved in visual merchandising?
- Q.27 What are the importances of the study of retail merchandise management?
- Q.28 Differentiate between visual merchandising and merchandising.
- Q.29 Explain the process of organizing merchandise source

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