

- Q.15 How does parking space availability influence retail success?
- Q.16 What is a coding system in retail ?
- Q.17 Discuss the significance of inventory management .
- Q.18 What are common techniques for inventory control ?
- Q.19 Explain the concept of negative inventory.
- Q.20 Describe the product repair system in retail.
- Q.21 What is the role of logistics in merchandise management ?
- Q.22 How can improved assortments benefit retailers ?

#### **SECTION-D**

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

- Q.23 Discuss the merchandise management process in detail.
- Q.24 Analyze the factors affecting retail location decisions.
- Q.25 Discuss the importance of inventory management and techniques for controlling it.

No. of Printed Pages : 4  
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**5th Sem. / Business Management (Retail)**  
**Subject : Ratal Operations and Store Management**

Time : 3 Hrs. M.M. : 60

#### **SECTION-A**

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 What is merchandise managent ?
- The process of managing employee relations
  - The process of planning and controlling the purchase and sale of goods
  - The design of retail spaces
  - None of the above
- Q.2 Which of the following is NOT a method of merchandise sourcing ?
- Direct sourcing
  - Outsourcing
  - Drop shipping
  - Brand management

Q.3 Which retail location is considered the most high - traffic ?

- a) Shopping malls      b) Standalone stores
- c) Online stores      d) Pop-up shops

Q.4 Which factor does NOT affect retail location ?

- a) Customer demographics
- b) Zoning laws
- c) Weather patterns
- d) Competitor locations

Q.5 What does space management primarily focus on ?

- a) Employee management
- b) Customer service
- c) The layout and organization of products in a store
- d) Financial management

Q.6 Category management involves:

- a) Managing individual product items
- b) Managing product categories as strategic business units
- c) Focusing solely on pricing strategies
- d) Ignoring customer preferences

## SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory.  $(6 \times 1 = 6)$

Q.7 Logistics control is essential for product availability (True/False)

Q.8 Space management is not important in retail planning .(True/False)

Q.9 Online retail locations have no physical constraints . (True/False)

Q.10 The coding system is crucial for inventory tracking. (True/False)

Q.11 Improved assortments can enhance customer satisfaction. (True/False)

Q.12 Exterior design is not part of visual merchandising. (True/False)

## SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions.  $(8 \times 4 = 32)$

Q.13 What role does visual merchandising play in retail ?

Q.14 Identify the responsibilities of a store manager.