

- Q.26 Briefly discuss the responsibilities of a merchandisers.
- Q.27 Explain in short the methods of merchandise planning.
- Q.28 What is the role of a retail franchises?
- Q.29 What is the role of information technology in retail?
- Q.30 Explain the functions of a retailer.
- Q.31 What are the objectives of merchandise management?
- Q.32 Define retail equation.
- Q.33 Briefly explain the role of a retailer.
- Q.34 Explain the importance of sourcing in the merchandise process.
- Q.35 Explain types of retail franchisee.

#### SECTION-D

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

- Q.36 Discuss the drivers of retail change in India.
- Q.37 Explain in details the tools of procuring merchandise. Also mention their advantages and disadvantages.
- Q.38 Explain in detail the process and components of category management.

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#### 4th Sem / DBM Subject : Retail Merchandise Management

**Time : 3 Hrs.**

**M.M. : 100**

#### SECTION-A

**Note:** Multiple Choice questions. All questions are compulsory. (10x1=10)

- Q.1 Merchandise management is the process by which a retailer attempts to offer the right quantity of the right merchandise in the right place at the right time and meet the company's financial goals. (T/F)
- Q.2 A multi channel retailer sells merchandise-
- Over the telephone
  - through personal selling & retail store only
  - Over the Internet
  - Through more than one channel.
- Q.3 The first step is merchandise planning is \_\_\_\_\_.  
  - Determining merchandise requirement
  - Developing sales forecasting
  - Assortment planning
  - Merchandise control
- Q.4 \_\_\_\_\_ layout is the layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor.  
  - Grid
  - Free flow

- Q.5 the primary objective of merchandise planning is \_\_\_\_\_ improvement.
- a) Sales                                      b) Customer Relationship  
c) Profit                                      d) Market
- Q.6 A \_\_\_\_\_ display depicts a product offering in a thematic manner and sets a specific mood.
- a) Visual merchandising  
b) Theme setting  
c) Rack display  
d) Planogram
- Q.7 Retailer is a person who sells the goods in \_\_\_\_\_.  
a) Large quantities      b) Small quantities
- Q.8 In retailing there is a direct interaction with \_\_\_\_\_.  
a) Producer                      b) Customer  
c) Wholesaler                  d) All of these
- Q.9 The factor leading to the growth of retailing is \_\_\_\_\_.  
a) Changing consumer trends  
b) Technology  
c) Demographics  
d) All the above
- Q.10 The correct statement about chain stores is \_\_\_\_\_.  
a) They offer economic of scale in buying  
b) They can hire good managers.

- c) They integrated wholesaling and retailing function.  
d) They centralize function

### SECTION-B

**Note :** Very short answer type questions. Attempt any ten questions out of twelve questions. (10x2=10)

- Q.11 What is private label?  
Q.12 What is retail?  
Q.13 Define E-Commerce.  
Q.14 Define Cash Discount.  
Q.15 Define Assortment.  
Q.16 Define retail merchandiser?  
Q.17 Define franchiser.  
Q.18 Define Category assessment.  
Q.19 Define store operation.  
Q.20 Explain E-Commerce.

### SECTION-

**Note :** Short answer type Questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What is space management?  
Q.22 What are the key factors affecting vender negotiations?  
Q.23 What is the importance of merchandise goals?  
Q.24 Explain the role of category captain.  
Q.25 What are the roles of buyer?