

- Q.24 What do you mean by promotional mix?
 - Q.25 Explain the importance of credit management in retail business.
 - Q.26 What do you mean by Merchandise operation blueprint?
 - Q.27 How the knowledge of retail sales process is helpful for a retailer?
 - Q.28 Write down benefits of inventory management.
 - Q.29 Explain the components of a good business plan.
 - Q.30 What are the advantages of retail sales promotions?
 - Q.31 Write a short note on insurance.
 - Q.32 Explain any two promotion techniques.
 - Q.33 Why store security and maintenance plays an important role in business operations.
 - Q.34 Which precautions should be taken before planning a retail fair management?
 - Q.35 What do you mean by promotional objectives.

SECTION-D

Note: Long answer type questions. Attempt any Two question out of three questions. $(2 \times 10 = 20)$

- Q.36 Write down the process of a promotional campaign event.

Q.37 Write down the short note on:

 - a) Computerization b) Outsourcing

Q.38 Explain important elements in retail promotion mix.

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4th Sem / Branch : DBM
Subject : Retail Operations Management & Promotions

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Retailer is a person who sells the goods in a _____

 - a) Large quantities b) Small quantities
 - c) Both A & B d) None of these

Q.2 The main objective of the management is

 - a) Profitability b) Sales growth
 - c) Return on growth d) All of these

Q.3 Which of the following is not a contributing factor for the rapid growth of sale promotion?

 - a) Increase of competition
 - b) Decrease in advertising efficiency
 - c) Retailers pressure
 - d) Huge profits of manufacturers.

Q.4 Retailers are improving their productivity through.

 - a) Computerization b) Outsourcing
 - c) Promotion d) All of the above

Q.5 Computerised check out is used by

- Q.6 a) Large retailers b) Small retailers
 c) Multi retailers d) All of these
 Insurance against _____ is more important due to government rules.
 a) Environmental risk b) Production risk
 c) A & B d) None of these
- Q.7 For _____ retailers a store's physical layout is an important component in creating retail experience that will attract customers.
 a) Public based b) Private based
 c) None store based d) Store based
- Q.8 _____ is the use of electronic and digital equipment for monitoring retail stores in the form of CCTV equipment.
 a) Electronic surveillance
 b) RFID
 c) EDI
 d) FDI
- Q.9 _____ refers to the goods or merchandise kept on the premises of a store available for sale or distribution.
 a) Space b) Stock
 c) Standard d) System
- Q.10 A _____ customer will do mouth publicity and will attract many more towards the product.
 a) Unsatisfied b) Satisfied
 c) Frustrated d) Lighted

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Which area should not be taken into consideration when formulating a retailer's promotional strategy?
 Q.12 E-tailing refers to _____.
 Q.13 Companies that follow the market leader's strategy are called _____.
 Q.14 Product mix, is not an element of promotional mix? (True/False)
 Q.15 Which element of the promotional mix is preferable if the marketer wants to get immediate feedback?
 Q.16 Store security relates to _____.
 Q.17 An interactive marketing system which uses one or more advertising media to effect a measurable response and / or transactions at any location is called.
 Q.18 Name any one component of a good business plan?
 Q.19 Long term relationship is an advantage of the personal selling? True/False
 Q.20 _____ is the end point of distribution channel.

SECTION-C

- Note:** Short answer type questions. Attempt any Twelve question put of fifteen questions. (12x5=60)
- Q.21 Explain the five elements of retail sales promotion.
 Q.22 What do you mean by store promotion techniques?
 Q.23 Why promotional campaign events are important for retailers?