

- Q.29 Write a note on exterior store design as a visual merchandising.
- Q.30 What are the components of exterior display arrangement?
- Q.31 Explain the process of retail merchandising planning.
- Q.32 States the measures to protecting from loss while merchandise stock handling.
- Q.33 Explain the process of merchandise source maintenance
- Q.34 Describe the techniques of display.
- Q.35 Explain the importance of merchandise management

SECTION-D

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

- Q.36 What are the elements involved in retail franchising and discuss the importance of retail franchise?
- Q.37 What are the needs of retail store space allocation? Explain the process of category management?
- Q.38 Define the services fall under the visual merchandiser and explain the role of merchandiser in daily store management.

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4th Sem / Branch : DBM,DBM/IPM
Subject:- Retail Merchandise Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 This is a function of Merchandiser.....
- a) Price b) Selling
c) Production d) None
- Q.2 Sourcing include.....
- a) Purchasing b) Supplying
c) Both d) None
- Q.3is not a function of merchandising
- a) Selling b) Buying
c) Accounting d) Displaying
- Q.4 This is not a Category in Retail Store
- a) Specialty store b) Departmental store
c) Big store d) None
- Q.5 This is very important in merchandising among following.....
- a) Display b) Storage
c) Distribution d) All of these

Q.6 In retail.....is a main function

- a) Merchandising
- b) Visual Merchandising
- c) Both
- d) None of these

Q.7 Retailer should more focus on.....

- a) Producers b) Distributors
- c) Customers d) Promoters

Q.8is not a function of inventory

- a) Warehousing b) Buying
- c) Accounting d) Displaying

Q.9 This is not related with RLC

- a) Introduction b) Growth
- c) Sale d) Mature

Q.10 This is not important in Retailing

- a) Display b) Storage
- c) Distribution d) Manufacturing

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

Q.11 Bar code scanner is a store component (T/F)

Q.12 Location of a store is not related with external environment. (T/F)

Q.13 Merchandising facilities buying and selling. (T/F)

Q.14 Shopping is also an amusement activity. (T/F)

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Q.15 Store visual merchandiser focus on.....Points.
(Sales/Display)

Q.16 Quotation calling is a technique of procurement.
(T/F)

Q.17 Retail formats related with style of retail. (T/F)

Q.18 Retail store space allocation is a technique of space management. (T/F)

Q.19 Age is not a demographic factor that influences buying decision making process. (T/F)

Q.20 Category management does not cover strategic sourcing activities. (T/F)

SECTION-C

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

Q.21 What are the elements of store appearance.

Q.22 Explain the roles of procurement sourcing.

Q.23 Details the activity carried out in merchandising operation.

Q.24 What are the functions of a merchandiser.

Q.25 What are the needs franchising in retail.

Q.26 Explain the process of merchandising in retail.

Q.27 Explain the promotional mix in detail.

Q.28 Write the functions of category manager in a retail outlet.

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