

- Q.29 Explain the importance of store operation
- Q.30 What are the activities involved in promotional campaign
- Q.31 What are the needs of outsourcing in retail ?
- Q.32 Explain the value of insurance as a tool of risk management in retail
- Q.33 Explain the promotional mix in detail.
- Q.34 Write a note on computerization in Indian retail industry
- Q.35 Write a note on outdoor promotion activities in context to the retailing.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define retail. Explain the framework of franchising system in retail in detail.
- Q.37 What s store promotion? Explain how promotional campaign popularizing the brand name of a retail outlet.
- Q.38 What is E-commerce? Explain the development of online retailing in India.

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4th Sem / DBM, DBM / IPM

Subject:- Retail Operations Management & Promotion

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 Retail works for.....
 a) Investment b) Production
 c) Margin d) None
- Q.2 Retail operation Includes.....
 a) Display b) Demo
 c) Stocking d) All of these
- Q.3 Merchandising function involve.....
 a) Displaying b) Selling
 c) Dealing d) All of these
- Q.4 This is not a component of retail operation
 a) Customer b) Inventory
 c) Store location d) Production
- Q.5 Promotion involves
 a) Advertisement b) Publicity
 c) Both d) None

- Q.6 What is inventory ?
a) Stock b) Warehouse
c) Refilling d) All of these
- Q.7 This is a reason for inventory loss.
a) Over Order b) Unplanned Stocking
c) Both d) None
- Q.8 Store maintenance includes
a) Planing b) Staffing
c) Directing d) All of these
- Q.9 Costs associated with inventory are.....
a) Holding Cost b) Ordering Cost
c) Both d) None
- Q.10 Measure to store security.....
a) Fire Safety
b) Stock Safety
c) Anti-theft Equipment
d) All of these

SECTION-B

Note: Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$

- Q.11 Store insurance can not cover loss by theft. (T/F)
- Q.12 Computerization promotes e-retailing. (T/F)
- Q.13 Outsourcing is also a function of retailing. (T/F)
- Q.14 Visual Merchandising is a part of store operation. (T/F)

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- Q.15 Road show is not a part of promotional campaign. (T/F)
- Q.16 Sales promotion is a technique to boost sales only. (T/F)
- Q.17 Customer orientation is an example of common retail function.(T/F)
- Q.18 Store-based retailing is an example of modern retail.(T/F)
- Q.19 Sign boards are equipment used in store security. (T/F)
- Q.20 Visualization of product is not involved in retail operation. (T/F)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$

- Q.21 What are the elements of inventory management?
- Q.22 Explain the process of retail store operation, planning.
- Q.23 State the measures to protect from inventory loss.
- Q.24 Explain the process of store maintenance.
- Q.25 What are the elements of store operation ?
- Q.26 Explain the roles of a merchandiser.
- Q.27 Details the activity carried out in daily retail operation.
- Q.28 Describe the technique of sales promotion.

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