

SECTION-B

Note: Short answer type questions. Attempt any six questions out of Eight questions. (6x5=30)

Q.11 Write a note on the retail formats.

Q.12 What do you understand with Product mix?

Q.13 Write down few functions of Merchandising.

Q.14 Write some of the functions of retail store associate.

Q.15 Write a note on the health care in retailing.

Q.16 Briefly write down the retail planning process.

Q.17 What is the significance of brands?

Q.18 Explain about the responsibilities of Merchandiser.

SECTION-C

Note: Long answer type questions. Attempt any one question out of two questions. (1x10=10)

Q.19 What do you understand with retail marketing mix?
Explain in detail about the place mix and Physical evidence.

Q.20 Write a note on the retail planning. List down some problems in retail planning.

No. of Printed Pages : 2

Roll No.

188942

Level 4, 2nd Sem / (DVOC) BFSI

Subject : Retail Operations

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note: Very short answer type questions. All questions are compulsory. (10x1=10)

Write about 2-3 lines for the following.

Q.1 Retailer.

Q.2 Promotion mix.

Q.3 Merchandiser.

Q.4 Retail store.

Q.5 Retail store associate.

Q.6 Hazards at workplace.

Q.7 Sales capacity.

Q.8 Retail marketing.

Q.9 Brand identity.

Q.10 Branding.