

- 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. (2x10=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.

No. of Printed Pages : 4
Roll No.....

186745-R/126745-R/
73344/106755R

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

- a) Large retailers b) Small retailers
c) Multi retailers d) All of these
- Q.6 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?