

SECTION-C

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

- Q.21 How has the store design led to the store's Success ?
- Q.22 What is the meaning and importance of retailing ?
- Q.23 What do you mean by store layout ?
- Q.24 What is retail loading and unloading ?
- Q.25 What are the safety requirements for materials handling?
- Q.26 Explain the tips for store design and also write the objectives ?
- Q.27 Which factors affects store layout ? Explain it.
- Q.28 Write a note on Retail store planning.
- Q.29 How a good retail store design is important ?
- Q.30 Write process of retail store location.
- Q.31 Which factors affects when choosing retail store location.
- Q.32 Which factors affects when choosing retail store design
- Q.33 What is role of visual merchandising ?
- Q.34 Write a note on importance of retail store location.
- Q.35 What is role of nature of product for selecting store design ?

SECTION-D

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

- Q.36 Write a note on techniques and importance of visual Merchandising.
- Q.37 What is the process of selection location of a retail store? Also discuss the factors affecting it.
- Q.38 Differentiate retail store location & store layout in detail.

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4th Sem / Branch : DBM/ DBM(IPM)

Subject:- STORE PLANNING & LAYOUT

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Which of the following is not considered an objectives to be met when designing a store
 - a) The design should be consistent with image and strategy.
 - b) The design should be inexpensive.
 - c) The design should be flexible
 - d) The design should recognize the needs of the disabled
- Q.2 Which of the following best describes the point-of-sales areas ?
 - a) They always contain sale merchandise
 - b) They are the most valuable piece of real estate in the store
 - c) They are typically located near end caps
 - d) They are designed to attract customers into the store's various departments.
- Q.3 Which of the following is a characteristic of debtor-creditor relationships:
 - a) Designed to monitor accounts
 - b) Controlled by industry standards
 - c) Intended to increase competition
 - d) Regulated by various laws

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- Q.4 Which of the following is a benefits of the business-format franchise arrangement
- Strict operating hours
 - Reduced risk of failure
 - Limited number of vendors
 - Uniform store appearance
- Q.5 The total number of members in a channel is called
- Channel length
 - Distribution intensity
 - Distribution pattern
 - Channel width
- Q.6 For which of the following markets would producers use a short channel of distribution
- Baby boomers
 - Generation X
 - Local consumers
 - Senior citizens
- Q.7 Channel member's sharing inventory and order-processing information through databases and computer systems is an example of the use of technology in
- pricing
 - planning
 - distribution
 - promotion
- Q.8 What is one reason why many business use warehouses ?
- To conserve resources
 - To order products
 - To coordinate shipments
 - To follow regulations
- Q.9 Having the ability to monitor the sales performance of each department is one reason why large home improvement stores monitor the
- Employee training process
 - Merchandise classification system
 - Proposed merchandise plan
 - Domestic buying procedure

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- Q.10 _____ has the responsibility for merchandise content and assortment
- Store line
 - Market line
 - Buying line
 - Shopping line

SECTION-B

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

- Q.11 A supermarket store operators on a low price margin
- True
 - False
- Q.12 Markets are places for buying and selling
- True
 - False
- Q.13 Retail outlet stores that sell manufactures aver suns directly to the customer
- True
 - False
- Q.14 Brand name identify products made by a particular manufactures
- True
 - False
- Q.15 Wholesale general merchandise store, including apparel, household goods and furniture
- True
 - False
- Q.16 Large store owners hires more employee and increases space.
- True
 - False
- Q.17 Small stores is often managed by one person usually the owner
- True
 - False
- Q.18 Store which carry only private label merchandise is single line store
- True
 - False
- Q.19 Sale depend on store location
- True
 - False
- Q.20 Store layout attracts Customers
- True
 - False

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