

- No. of Printed Pages : 4
Roll No.

Time : 3 Hrs. M.M. : 100

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

Q.1 In retail merchandise is

- a) Price b) Product
c) Production d) None

- Q.3 is a function of merchandising.

- a) Selling b) Costing
c) Accounting d) All of these

- a) Buying b) Selling
c) Both d) None

- a) Display b) Storage
c) Distribution d) All of these

- Q.6 Retailer handles the objections of
 a) Producers b) Distributors
 c) Customers d) All of these
- Q.7 Trend in retail is related with
 a) Choice b) Demand
 c) Design d) All of these
- Q.8 is new in India.
 a) Organized retail b) Unorganized retail
 c) Both d) None
- Q.9 Online shopping is by product of
 a) Internet b) Computer
 c) Transporters d) All of these
- Q.10 Store based retailing is an example of
 a) Traditional Retail b) E-Tailing
 c) Both d) None

SECTION-B

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

- Q.11 Procurement is related with purchase. (T/F)
- Q.12 Merchandise planning not targets the sales objectives. (T/F)
- Q.13 Franchising leads to multi retail outlets of same kinds. (T/F)
- Q.14 Category management focuses on vendor development also. (T/F)
- Q.15 Procurement planning can reduce the inventory costs. (T/F)

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- Q.16 Merchandising sourcing is related with supplier establishment. (T/F)
- Q.17 Store Space allocation is external function only. (T/F)
- Q.18 Interior Display Planning also includes front of the store. (T/F)
- Q.19 Category Management is a (Plan/Process)
- Q.20 Methods of merchandise procurement (Negotiation/Demonstration)

SECTION-C

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

- Q.21 What are the main features of category management ?
- Q.22 Explain ABC analysis as a technique of Inventory handling?
- Q.23 Explain the technique of merchandise procurement.
- Q.24 Write a note on the drivers to retail change in India?
- Q.25 Explain any one technique of material handling.
- Q.26 What are the functions involved in visual merchandising?
- Q.27 What are the importances of the study of retail merchandise management?
- Q.28 Differentiate between visual merchandising and merchandising.
- Q.29 Explain the process of organizing merchandise source

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