

## SECTION-B

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

- Q.11 Write a note on the basics of retailing.
- Q.12 What do you understand with the Price mix?
- Q.13 What are the source of Merchandise?
- Q.14 Write a note on the design decision for store layout.
- Q.15 What do you understand with personal grooming.
- Q.16 What are the different types of retail plan?
- Q.17 What is the need of brand identity?
- Q.18 Write a note on the physical evidence.

## SECTION-C

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

- Q.19 What do you understand with retail branding?  
Write some tips to promote a retail brand.
- Q.20 Write a detailed note on types of retail location.  
Also mention few store layouts for retail operations.

No. of Printed Pages : 2

Roll No. ....

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**DVOC (Level 4)**

**2nd Sem. / Trade:BFSI**

**Subject : Retail Operations**

Time : 2 Hrs.

M.M. : 50

## SECTION-A

**Note:** Very short questions. Attempt all ten questions.  
(10x1=10)

Write about 2-3 lines for the following.

- Q.1 Retail branding.
- Q.2 Retail Planning.
- Q.3 Hygiene in retailing.
- Q.4 Retail store.
- Q.5 Layout decision.
- Q.6 Merchandising Management.
- Q.7 Retail marketing mix.
- Q.8 Retailing.
- Q.9 Retail location.
- Q.10 Promotion of retail brand.

(40)

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