



Q.5 The store that deals in one specific kind of merchandise type:

- a) Discount store                      b) Departmental store
- c) Chain store                          d) Speciality store

Q.6 Which is the last person in distribution chain:

- a) Manufacturer                      b) Wholesaler
- c) Retailer                              d) Consumer

Q.7 Which store has large selling floor area:

- a) Discount store                      b) Super market
- c) Speciality store                      d) None

Q.8 The store which operates after taking necessary license from a Franchise:

- a) Franchisee                          b) Dealer
- c) Seller                                d) Broker

Q.9 The attractive type of sales promotion policy:

- a) Push                                  b) Pull
- c) Both a) and b)                      d) None

Q.10 Buy One Get One Free is a following type of promotion policy:

- a) Push                                  b) Pull
- c) Both a) and b)                      d) None

## SECTION-B

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

Q.11 Define Retailing.

Q.12 Define Consumer.

Q.13 Define cost price.

Q.14 Define mark Up.

Q.15 Define branding.

Q.16 Define Publicity.

Q.17 List one example of chain store.

Q.18 List one example of speciality store.

Q.19 Adidas showroom is a Franchisee. (True/False)

Q.20 Define visual merchandising.

## SECTION-C

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

Q.21 List any five features of destination store.

Q.22 List any five features of chain store.

Q.23 List any five features of party plan.

Q.24 List any five features of super market.

Q.25 List any five features of E-retailing.