

TED (15) – 5253

(REVISION — 2015)

Reg. No.....

Signature

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE — OCTOBER, 2018

RETAIL BUSINESS OPERATIONS

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

I Answer *all* questions in one or two sentences. Each question carries 2 marks.

1. Define retailing.
2. Illustrate operations blueprint.
3. State perpetual inventory system.
4. Write the meaning of merchandising.
5. Recall the meaning of display planning.

(5×2 = 10)

PART — B

(Maximum marks : 30)

II Answer any *five* of the following questions. Each question carries 6 marks.

1. Explain the nature of retailing.
2. Elaborate the retail store maintenance.
3. Give a brief note on inventory planning.
4. Describe about merchandise allocation.
5. Explain the challenges of retailing.
6. Summarise on credit management in retailing.
7. Elaborate on stock turnover.

(5×6 = 30)

PART — C

(Maximum marks : 60)

(Answer *one* full question from each unit. Each full question carries 15 marks.)

UNIT — I

III Explain retail life cycle. 15

OR

IV Explain the importance of location to a retailer. 15

UNIT — II

V (a) Enumerate Retail Store Security. 5

(b) Explain the factors to be considered to maintain retail store security. 10

OR

VI (a) Explain Retail Insurance. 3

(b) Discuss on the types of insurance available in retail sector. 12

UNIT — III

VII (a) Enumerate the term retail pricing. 5

(b) Discuss the elements of retail pricing. 10

OR

VIII Differentiate merchandise labelling and merchandise packing. 15

UNIT — IV

IX Explain the methods to analyze merchandise performance. 15

OR

X (a) State the meaning of display planning. 5

(b) Describe the types of display. 10
