

# Principles of Retailing

Time Allowed : 3 Hours

Maximum Marks :

Regular : 80

Re-appear : 90

Note : **Question No. 1 is compulsory.** Attempt five questions in all, All questions carry equal marks.

## Compulsory Question

1. Write short notes on the following :
  - (a) e-tailing
  - (b) Speciality stores
  - (c) Extent of organised retailing in India.
  - (d) Store Layout.
  - (e) Meaning of retail merchandising.
  - (f) Non-store retailing.
2. How can organised retailing contribute to the Indian economy ? How can the same influence employment scenario in the country ?
3. How do you see the growing trend of non-store retailing ? Further throw light on making the same more effective and upto the expectations of the customers.

4. Discuss the marketing implications of various stages of customer buying process for any departmental store.
5. Which factors govern the choice of location of a retail store ? Do you see locating these in suburbs on account of growing chaos in cities ?
6. Design an Exhaustive layout for the store of any multinational shoe seller.
7. What are the methods or procure retail merchandise ? Discuss the pros and cons of each.
8. How has technology revolutionised retail function ? What role of technology do you foresee in future ?