

- a) Sole proprietorship
c) Corporation
- b) Partnership
d) Franchisee
- (vii) Illustrate, mail order retailing is related to:
- a) Direct selling
c) E-tailing
- b) In home retailing
d) Catalog retailing
- (viii) Select the role of retailer in a marketing function.
- a) sells products to other business
c) sells products to a company that resells them
- b) sells products to final consumers
d) sells products for one's own use
- (ix) Identify the type of paid promotion that is most likely to be used to promote the entire company.
- a) Publicity
c) Sales promotion
- b) Advertising
d) Personal selling
- (x) Choose what happens when the value and customer service provided through a retailing experience meet or exceed consumer expectations.
- a) Customer retention
c) Customer satisfaction
- b) Customer value
d) Customer loyalty
- (xi) Select with whom the retailers directly interact with.
- a) Producer
c) Wholesaler
- b) Customer
d) All of the above
- (xii) Choose what involves personal selling strategy.
- a) Sales team
c) Sales performance
- b) Understanding of clients
d) All of the above
- (xiii) Describe E-tailing.
- a) Sale of electronic items in a store
c) Music store
- b) Catalog shopping
d) Retailing shopping using the internet
- (xiv) Identify what is not easy to change in Retail Management.
- a) Promotion
c) Price
- b) Location
d) Merchandise mix
- (xv) Identify which type of 'utility' retail store creates.
- a) Time utility
c) Ownership utility
- b) Place utility
d) All of the above

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe ABC method of inventory management. (3)
3. Identify the major components of store management. (3)
4. Discuss about the required skills necessary for running an optical retail store. (3)
5. Explain briefly the components of supply chain. (3)
6. Illustrate the difference between segmentation, targeting and positioning. (3)

OR

Categorize the relationship management by any organization. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Conclude the technical benefits of incorporating CRM into an organization. (5)
8. Summarize the role and competencies of HR manager. (5)
9. Describe briefly the opportunities of Indian retail industry. (5)
10. Describe limited problem solving consumer decision making process. (5)
11. Write the difference between macro and micro environment. (5)

12. Summarize the advantages of performance appraisal in any organization. (5)

OR

Justify the major factors that influence the recruitment and selection of any organization. (5)
