

Total No. of Printed Pages—7

5 SEM TDC RTMT 4 (Sp) (N/O)

2 0 1 6

(November)

COMMERCE

(Speciality)

Course : 504

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(Retail Management)

(New Course)

Full Marks : 80

Pass Marks : 24

1. Write True or False : 1×8=8

(a) One of the objectives of personal selling is to reinforce the brand.

(b) Time-series method is one of the quantitative methods of demand forecasting.

(c) Mom-and-Pop Store is the example of retail format.

- (d) Supply chain in itself is confined to the transportation of the product only.
- (e) A distribution channel helps in promotion of the goods directly and indirectly.
- (f) Retailing is a labour intensive industry.
- (g) The difference between selecting the wrong location and the right one can be compared with the difference between the chances of failures of the business and its success.
- (h) Organized retail sector is facing big challenges from unorganized retail sector.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Latest trend in retailing
- (b) Retail marketing mix
- (c) Departmental store
- (d) Channels of distribution
- (e) Unorganized retailing
- (f) Transportation planning

3. (a) Define retail management. Discuss the nature and importance of retailing.

3+4+7=14

Or

- (b) Explain the reasons for growth of retailing in India. 14

4. (a) Discuss about various strategic decision areas involved in establishing super-market for retailing. 14

Or

- (b) Explain different types of retailing and their functions. 14

5. (a) What is logistics in retail management? Discuss the challenges in managing logistic issues in modern retailing.

4+10=14

Or

- (b) Discuss the factors to be considered by a retailer while evaluating an area of the country to locate a store. 14

6. (a) Write a note on organized retailing in India.

14

Or

- (b) Discuss the challenges in retailing and present your suggestion for successful handling of the challenges. 8+6=14

(Old Course)

Full Marks : 80

Pass Marks : 32

1. Write True or False : 1×8=8

- (a) Delphi method is one of the quantitative methods of demand forecasting.
- (b) Demand planning involves the estimation of the future sales of the companies product and services under the assumed marketing expenditure.
- (c) Retailers in India are reaping the benefits by the use of private labels.
- (d) There is no shortage of skilled manpower in Indian retail industry.

- (e) Collection of activities used to sell products directly to end user is classified as wholesaling.
- (f) CRM stands for customer relationship management.
- (g) 'Place' decisions involve the decisions regarding marketing channels and market logistics.
- (h) Any organization whether it is a manufacturer, retailer or wholesaler, selling to final consumer is doing retailing.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Types of retailing
- (b) Importance of distribution channels
- (c) Supply chain management
- (d) Warehousing
- (e) Organized retailing
- (f) Retailing decision

3. (a) Define retailing. Explain the essential features of retailing. 4+7=11

Or

- (b) Discuss the nature and scope of retailing. 11

4. (a) Explain various functions of retailing in the changing business environment. 11

Or

- (b) What is supermarket? Discuss the features of supermarket. 3+8=11

5. (a) What is distribution channel? Explain the functions of distribution channel. 3+8=11

Or

- (b) Discuss the factors to be considered by retailers while developing and implementing their marketing plans. 11

6. (a) What do you mean by logistics in retail management? Discuss the role of logistics in the context of Indian retailing. 3+8=11

Or

(b) Explain various factors to be taken into consideration by the retailer to locate a store. 11

7. (a) Discuss about the latest technologies being used in retailing. 12

Or

(b) What is global retailing? Explain the challenges that global retail will face in India in the days to come. 4+8=12

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