



II. Choose the most **appropriate** answer from the following :

5) Which of the following is the world's largest retailer ?

- a) Nike
- b) Wal-Mart
- c) Best Buy
- d) Staples

6) A store _____ is the mental picture, or personality of the store, a retailer likes to project to customers.

- a) Personnel
- b) Design
- c) Image
- d) Location

7) In India, retail chains like S. Kumar's Bombay Dying and Raymonds are engaged in _____ sector.

- a) Steel
- b) Pharmacy
- c) Hospitality
- d) Textile

8) Free form type of layout is otherwise called _____ layout.

- a) Boutique
- b) Grid
- c) Race track
- d) Loop

III. State the whether the following statements are **true** or **false** :

9) There is boom in the retail trade in India due to increase in the disposable income of the middle class households.

10) Indian retail industry is one of the largest contributors to the GDP of the country.

11) A hypermarket is self service format and offers low prices to the customers.

12) Any one who regularly purchases goods from a store or a company is termed as consumer.



IV. Match the following :

- | | |
|---------------------------------------------------------------------------------------------------|-----------------------|
| 13) Final link in distribution chain | a) Internet retailing |
| 14) Enables the customers to choose from a wide selection of brands, designs etc. at one location | b) Hypermarket |
| 15) An example of non-store channel of retailing | c) Supermarket |
| 16) The largest retail format in the world | d) Retailer |
| | e) Assortment |

SECTION – B

(8x1=8 Wt.)

Answer **any eight** questions. Answer in **one or two** sentences. **Each** question carries a weight of 1.

17. Define retailing.
18. What do you understand by retail formats ?
19. Name any two departmental stores in India.
20. What is retail marketing ?
21. What do you mean by retail consumer behaviour ?
22. What do you mean by visual merchandising ?
23. What are convenient stores ?
24. What do you understand by store layout ?
25. What is grid layout ?
26. Give two examples of non-store based formats of retailing.
27. What is the use of POP display ?
28. Define culture.



SECTION – C

(5×2=10 Wt.)

Answer **any five** questions. Answer in **one** paragraph. **Each** question carries a weight of 2.

29. Enumerate the elements of retailing industry.
30. What are the environmental factors affecting consumer buying decisions ?
31. Name any five prominent Indian retail players.
32. Discuss the stages involved in retail buying process.
33. What are the factors affecting the retail store image ?
34. What are the factors affecting decision of store location ?
35. Discuss the objectives of a retail store outlet.
36. Give a brief account of how information technology helps the retailer.

SECTION – D

(2×4=8 Wt.)

Answer **any two** questions in **not** exceeding **four** pages **each**. **Each** question carries a weight of 4.

37. Discuss in detail the features of retail management.
 38. Examine the factors responsible for the development of retail sector in India.
 39. Discuss various types of retail store sales promotion.
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