

### SECTION-C

**Note:** Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Explain the significance of retail as an industry.
- Q.4 What are the challenges to retail development in India?
- Q.5 Explain the following terms with Indian Examples:
- (a) Discount Stores.
  - (b) Supermarket.
- Q.6 How can the components of the communication mix be used by a retailer for the following :
- (a) A discount sale.
  - (b) Launching of a new line of products.
- Q.7 Write a short note on the following :
- (a) Facilities on bulk selling.
  - (b) Management of new retail enterprises.

No. of Printed Pages : 4

Roll No. ....

073443

**4th Sem. / DBM (S&M)**

**Subject : Retail Management and Marketing**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1
- a) Define Retailer.
  - b) Name two perspectives from Marketing-Retail Equation.
  - c) Define Technology Enabled Efficiencies.
  - d) Define store operations.
  - e) What is the full form of GRDI?
  - f) Name two objectives of Retailing in India.
  - g) Name two Established formats in India.
  - h) Define the changing consumption Basket.
  - i) Name two forces of competition W.r.t. Indian Retail store.

- j) Define Credit selling.
- k) Define Independent Retailer.
- l) Define Big Bazaar.
- m) Define Outlet Stores.
- n) Define Automated vending.
- o) Define the role of Marketing in Retail.
- p) Define the Retail Image.
- q) Examples of events in retail, which may merit publicity.
- r) What is the full form of EDI?

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) Explain the characteristics of the retailer.
  - ii) Write a brief note on 'The introductions of the private label'.
  - iii) Explain in brief on any two Trends in global retailing.

- iv) Distinguish between technology and E-commerce.
- v) Define the Evolution of the evolution of retail in India.
- vi) Explain in brief the established formats.
- vii) Write a short note on changing income profiles.
- viii) Explain customer opinion of salesman.
- ix) Write a brief note on Analysis of sales records and reports.
- x) Essentials of Advertising.
- xi) Objectives of credit selling.
- xii) Name the components of retail marketing mix.
- xiii) What is the significance of branding in retail?
- xiv) Future of after sales services in India.
- xv) Write short note on A store opening.