

Q.31 Explain the value of insurance as a tool of risk management in retail. (CO-1)

Q.32 Write a short note on E-retailing in India. (CO-4)

SECTION-D

Note: Long answer type questions. Attempt any three questions out of four questions. (3x10=30)

Q.33 Define retail. Explain the framework of day to day retail operation in detail. (CO-1)

Q.34 What are the roles of promotional campaign in popularizing the brand name of a retail outlet, Discuss in detail? (CO-3)

Q.35 What is non-store retail? Explain the development of online retailing in India. (CO-4)

Q.36 What are the needs of retail store security? Explain the equipment used in store security. (CO-1)

(**Note:** Course outcome/CO is for office use only)

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Roll No. 126745-R/73344/106755R

4th Sem. / Diploma in Business Management

Subject : Retail Operation Management & Promotion

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Objective type questions. All questions are compulsory. (10x1=10)

Q.1 'Free coupon with a purchasing' is a technique of sales promotion. (True/False) (CO-3)

Q.2 Personal selling is not a part of promotional mix. (True/False). (CO-2)

Q.3 Inventory management is not a essential part of store management. (True/False) (CO-1)

Q.4 Non -store retailing is old trend of Indian point of you. (True/False) (CO-1)

Q.5 Sales promotion means enhancement of sales. (True/False) (CO-4)

Q.6 Banners and hoardings are the part of indoor advertising. (True/False) (CO-3)

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- Q.7 Fire safety equipments are not essential in store management. (True/False) (CO-1)
- Q.8 EOQ stands for_____. (CO-1)
- Q.9 Store operation is a Universal process. (True/false) (CO-1)
- Q.10 Retail fair is Indoor promotional activities. (True/False) (CO-3)

SECTION-B

Note:Very Short answer type questions. Attempt any ten questions out of twelve questions(10x2=20)

- Q.11 Define Retail. (CO-1)
- Q.12 What do you mean by retail operation? (CO-1)
- Q.13 Define promotional campaign. (CO-3)
- Q.14 What are the components of retail operation? (CO-1)
- Q.15 Define promotion. (CO-2)
- Q.16 What is sales promotion? (CO-4)
- Q.17 What is inventory? (CO-1)
- Q.18 What is store? (CO-1)
- Q.19 What do you understand by store security? (CO-1)

- Q.20 Define Store insurance. (CO-1)
- Q.21 Define RSP. (CO-4)
- Q.22 Define sales promotion. (CO-4)

SECTION-C

Note:Short answer type questions. Attempt any eight questions out of ten questions. (8x5=40)

- Q.23 What are the elements of Inventory management? (CO-1)
- Q.24 Explain the process of retail store operation planning. (CO-1)
- Q.25 Explain the process of store maintenance. (CO-1)
- Q.26 What are the elements of a store promotion? (CO-2)
- Q.27 Explain the roles of a merchandiser. (CO-1)
- Q.28 Mention the activities carried out in daily retail operation. (CO-1)
- Q.29 Describe the techniques of sales promotion. (CO-3)
- Q.30 Enlist the activities involved in promotional campaign. (CO-3)