

- Q.30 What are the main elements of retail operation?  
(CO- 1)
- Q.31 Enlist the equipment required in store Security.  
(CO- 1)
- Q.32 Explain the factor determining the promotional campaign.  
(CO-3)

### SECTION-D

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

- Q.33 In the retailing the promotional events play an important role in establishing retail store as a brand, so discuss these events in detail. (CO-2)
- Q.34 Define Inventory. Explain the type of costs associated with inventory management.  
(CO- 1)
- Q.35 Write a detail note on promotional activity in the case of non store retailing. (CO-4)
- Q.36 What is Promotional Campaign? Explain the factors determine the budget of a promotional campaign. (CO-3)

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

No. of Printed Pages : 4  
Roll No. .... 126745-R/73344/106755-R

**4th Sem. / Diploma in Business Management**  
**Subject : Retail Operations Management & Promotion**

Time : 3 Hrs. M.M. : 100

### SECTION-A

**Note:** Objectives questions. All questions are compulsory (10x1=10)

(**Course Outcome/CO**)

- Q.1 Free gift to customer is not a sales promotional technique.(True/False) (Co-3)
- Q.2 Advertisement is a part of promotional mix. (True/False) (CO-2)
- Q.3 Store insurance can increase the risk of loss. (True/False) (CO-1)
- Q.4 Merchandise is anything which is available in retail store. (True/False) (CO- 1)
- Q.5 Holding and carrying cost are related to the inventory. (True/False) (CO- 1)
- Q.6 Computerization leads to the development of e-retailing. (True/False) (CO- 1)

(160)

(4) 126745-R/73344/106755-R

(1) 126745-R/73344/106755-R

- Q.7 Objection handling is not a related step of RSP.  
(True/False) (CO-4)
- Q.8 EOQ is related to inventory management.  
(True/False) (CO- 1)
- Q.9 RSP stands for..... (CO-4)
- Q.10 Retail shop software is not a tool of e retailing.  
(True/False) (CO-1)

### SECTION-B

**Note:**Very Short answer type questions. Attempt any ten parts 10x2=20

- Q.11 Define Event. (CO-3)
- Q.12 What is retail fair? (CO-3)
- Q.13 Mention any two Promotional techniques.  
(CO-3)
- Q.14 Define promotion mix. (CO-2)
- Q.15 What do you mean by retail selling process?  
(CO-4)
- Q.16 Define sales. (CO-4)
- Q.17 What is promotional Campaign? (CO-3)
- Q.18 Define e-Retailing. (CO- 1)
- Q.19 Write any two techniques of Store Security.  
(CO- 1)

(2) 126745-R/73344/106755-R

- Q.20 Mention the name of any two factors  
determining the store size. (CO- 1)
- Q.21 Introduce to non- store retailing. (CO- 1)
- Q.22 Write the example of any two retail activities.  
(CO-1)

### SECTION-C

**Note:**Short answer type questions. Attempt any eight questions. 8x5=40

- Q.23 What are the main objectives of promotional mix? (CO-2)
- Q.24 Explain the steps involved in Retail Selling Process. (CO-4)
- Q.25 What are the functions involved in managing sale. (CO-4)
- Q.26 What are the importance of the study of retail selling skills? (CO-4)
- Q.27 Differentiate between promotional mix and promotional campaign. (CO-2)
- Q.28 What are the main features of retail fair? (CO-3)
- Q.29 Explain the technique of store operation management. (CO-3)

(3) 126745-R/73344/106755-R