

II Semester B.Voc. (Retail Management) Examination, May/June 2018
(CBCS)
(F + R) (2016 – 17 & Onwards)
2.4 : RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **all** Sections.
2) Answer should be written in **English Only**.

SECTION – A

1. Answer **any five** of the following.

(5×2=10)

- What is Retail Life Cycle ?
- State any four types of retail stores.
- What is Business Plan ?
- State the types of reference group.
- What is Warehouse ?
- State any two merits of Direct selling.
- Write the meaning of Man Power Planning.

SECTION – B

Answer **any three** of the following.

(3×6=18)

- Write a note on functions of retailer.
- Briefly explain the importance of customer service.
- What is tele-marketing ? State its advantages.
- Briefly discuss the importance of category management.
- Briefly explain any six types of Pricing in retailing.

SM – 713



SECTION – C

(3×14=42)

Answer **any three** of the following.

7. Explain the different theories of retailing.
 8. Explain briefly the different types of retailing.
 9. Discuss the factors influencing consumer shopping behaviour.
 10. Explain the sources of recruitment.
 11. Write a note on :
 - a) Market Area Analysis
 - b) Trade Area Analysis
 - c) Site Evaluation.
-