

**DIPLOMA IN ENTREPRENEURSHIP AND  
SKILL DEVELOPMENT**

**Term-End Examination**

**December, 2010**

**BVEE-004 : RETAIL MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : There are two Sections in this paper. Section-I is of 40 marks and is compulsory. Section-II comprises of 4 questions of 20 marks each. You may attempt any three questions from this Section-II.*

**SECTION - I (40 Marks)**

*Multiple choice questions choose the right answers :*

1. ROI stands for : 2
  - (a) Return on increase
  - (b) Return on investment
  - (c) Return on income
  - (d) Return on interest
  
2. JIT is nothing but : 2
  - (a) Just in time
  - (b) Just in turn
  - (c) Just in top
  - (d) Just in thing

3. GDP stands for : 2
- (a) Growth development product
  - (b) Gross domestic promotion
  - (c) Gross domestic product
  - (d) Gross display product
4. PLU stands for : 2
- (a) Price look up
  - (b) Price long up
  - (c) Price live up
  - (d) Price link up
5. ERP stands for : 2
- (a) Enterprise resource plan
  - (b) Electronic remote planning
  - (c) Elective resource planning
  - (d) Enterprise resource planning
6. Pizza hut is an example for : 2
- (a) Super store
  - (b) Speciality store
  - (c) Super Bazaar
  - (d) Departmental store.
7. OTB plan is : 2
- (a) Over to buy
  - (b) Open to buy
  - (c) Option to buy
  - (d) None of above

8. Odd one out : 2  
(a) Visual merchandising  
(b) SCM  
(c) CRM  
(d) Marketing
9. FDI stands for : 2  
(a) Foreign Direct Investment  
(b) Foreign Direct Institution  
(c) Front Direct Investment  
(d) None of above
10. EDI is : 2  
(a) Electrical data interface  
(b) Electronic data interchange  
(c) Electronic data intermission  
(d) None of above
11. Write notes on Retail selling skill ? 5
12. Write notes on employment opportunities in retail. 5
13. Explain the following : 5  
(a) Sales promotion.  
(b) Retail Marketing Mix.
14. What do you mean by Personal selling ? Justify 5  
by giving example.

**SECTION - II (60 Marks)**

Attempt *any three* questions :

15. Develop a site selection process for music store. 20
  16. Discuss the challenges to Retail development in India. 20
  17. Identify various departments in retail store and draw organisational structure for complete department store. 20
  18. Discuss the various organization structure in retail organisation, which one is most preferred in changing environment ? 20
  19. Distinguish between buyer and consumer. What are the dimensions which shape consumer attitudes for a retail store ? 20
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