

**DIPLOMA IN ENTREPRENEURSHIP AND  
SKILL DEVELOPMENT**

**Term-End Examination**

**June, 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. There is no negative marking.*

**SECTION - I (40 Marks)**

*Multiple choice questions :*

**1. Choose the right answers :**

- (a) Footfall is nothing but : **2**
- (i) Shoe mart
  - (ii) Number of people fell down
  - (iii) Number of people visiting the store
  - (iv) None of above
- (b) OTB is nothing but : **2**
- (i) Over to buy
  - (ii) Owner to buy
  - (iii) Open to buy
  - (iv) Option to buy

- (c) FDI stands for : 2
- (i) Foreign direct investment
  - (ii) Foreign development investment
  - (iii) Foreign direct income
  - (iv) Foreign domestic investment
- (d) RFID is : 2
- (i) Regular frequency identification display
  - (ii) Rapid frequency identification display
  - (iii) Radio frequency identification display
  - (iv) None of above
- (e) Plastic money is nothing but : 2
- (i) Credit/Debit card
  - (ii) Playing card
  - (iii) Bin card
  - (iv) Post card
- (f) E-Tailing is : 2
- (i) Electronic Tailoring
  - (ii) Electronic Transaction
  - (iii) Extra Transaction
  - (iv) None of the above
- (g) Needs are : 2
- (i) Wants
  - (ii) Merchandise
  - (iii) Demand
  - (iv) Transaction

- (h) Odd man out : 2
- (i) CRM
  - (ii) SCM
  - (iii) CPU
  - (iv) VM
- (i) POS stands for : 2
- (i) Product of sale
  - (ii) Point of sale
  - (iii) Product on sale
  - (iv) Price of sale
- (j) FOFO is : 2
- (i) First out first on
  - (ii) Franchise owned franchise out
  - (iii) Franchise owned franchise operated
  - (iv) Franchise operation franchisee option
2. Write notes on high street locations and mall locations. 5
3. What are the basic elements in retail planning and explain. 5
4. Define visual merchandising. Highlight its importance. 5
5. What is e-tailing ? Discuss the advantages and disadvantages of e-tailing. 5

**SECTION - II (60 Marks)**

Attempt *any three* questions :

6. How is site selection important in a retailing process ? Develop a site selection process for a book store. 20
  7. How does information technology (IT) plays a major role in retail ? What are the security and legal problems in retail ? 20
  8. What is retailing ? What are the components of retail mix ? What are the opportunities and threats of retail sector in India ? 20
  9. What is a retail life cycle ? What are the various stages of a retail life cycle ? Develop a life cycle of any FMCG product. 20
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