

00476

**DIPLOMA IN ENTREPRENEURSHIP AND  
SKILL DEVELOPMENT**

**Term-End Examination**

**June, 2011**

**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 answer.*

1. Pantaloons is : 2
  - (a) Department store
  - (b) Super markets
  - (c) Mall
  - (d) Hyper market
  
2. PDS stands for : 2
  - (a) People Direct System
  - (b) Pure Distribution System
  - (c) Public Distribution System
  - (d) Public Division System

3. Food Bazaar is an example for : 2
- (a) Convenience store
  - (b) Chain store
  - (c) Discount store
  - (d) super market
4. POS stands for : 2
- (a) Point of Promotion
  - (b) Point of Packaging
  - (c) Point of Sale
  - (d) Point of Pricing
5. Shop lifting is : 2
- (a) Lifting the shop
  - (b) Shifting the shop
  - (c) Shrinkage the shop
  - (d) None of above.
6. GMROI stands for : 2
- (a) Gross Margin Return on Investment
  - (b) Gross Market Return on Investment
  - (c) Gross Market Return on Interest
  - (d) None of above.
7. VAT is : 2
- (a) Value Added Tax
  - (b) Value Added Turn
  - (c) Value Added Time
  - (d) Value

8. Stock shrinkage is : 2
- (a) Loss of retailer due to theft
  - (b) stock after adjustment
  - (c) Loss of product through damage
  - (d) Difference between existing value and actual value of stock
9. E - tailing stands for : 2
- (a) Elective tailing
  - (b) Electronic tailing
  - (c) Electronic retailing
  - (d) Effective retailing
10. CRM stands for : 2
- (a) Customer Relative Market
  - (b) Customer Relationship Marketing
  - (c) Customer Recruit Market
  - (d) Conversion Rate Market
11. What are the functions performed by a retailer ? 5
12. Discuss 7 R's in retail. 5
13. Define steps in Customer decision making process. 5
14. What do you mean by Element of Store Design ? 5

## SECTION - II (60 Marks)

Attempt *any three* questions

15. Explain different types of retail formats with examples. 20
  16. Discuss the five Rights of Merchandising. What is the significance of Merchandising for a Retailer? 20
  17. As a retailer of store SAM's, discuss different promotional methodologies of your store. 20
  18. Discuss components of Retail Store operations. Define the key role and responsibilities of store Manager in these operations. 20
  19. Discuss type of retail plans and various steps in retail planning. 20
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