

Q.19 Write a short note on:

- a) Stock check
- b) Negative inventory

Q.20 Which strategies should be used for logistics control?

Q.21 Which Factors affect the location of retail location?

Q.22 Why is material handling important in store management?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Explain the role and responsibilities of the store manager.

Q.24 What do you mean by visual merchandising. Explain its importance.

Q.25 Explain briefly logistics management.

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5th Sem / Business Management (Retail)

Subject : Retail Operations and Store Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 Retailing refers to:

- a) Selling goods to wholesalers
- b) Selling goods directly to consumers
- c) Selling goods to manufacturers
- d) Selling goods to retailers

Q.2 The main objectives of retail operations is to:

- a) Manufacture goods
- b) Promote wholesale trade
- c) Ensure smooth flow of goods to customers
- d) Reduce store staff

- Q.3 A store manager is responsible for:
- Sales planning only
 - Daily store operations
 - Advertising campaigns
 - Manufacturing products
- Q.4 Which of the following is a type of retail for
- Department store
 - Factory
 - Warehouse
 - Workshop
- Q.5 The Layout of a store means:
- Arrangement of shelves and products in a store
 - Building design
 - Advertising plan
 - Staff Schedule
- Q.6 Inventory control ensures:
- Overstocking
 - No record of stock
 - Availability of right stock at right time
 - Frequent stock loss

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SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 FIFO in stock management stands for-
- Q.8 A point of Sale (POS) system is used for-
- Q.9 Customer loyalty means:
- Q.10 _____ helps in product identification and billing.
- Q.11 Visual merchandising is important for customer attraction. (True/False)
- Q.12 Retailing always involves selling goods in large quantities.(True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Explain merchandising concepts and methods.
- Q.14 Describe category management and components.
- Q.15 What do you mean by space management.
- Q.16 What is the importance of exterior and interior design in store planning?
- Q.17 Explain store security.
- Q.18 Explain the importance of inventory management.

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