

Seat No.	
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Day & Date: Wednesday, 20-11-2019  
Time: 03:00 PM To 05:30 PM

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

- 1) A \_\_\_\_\_ maintains a ready stock of goods & displays this in his shop.  
a) Wholesaler                      b) Retailer  
c) Manufacturer                  d) None of these
- 2) A \_\_\_\_\_ retailer is one who owns & operates only one retail outlet.  
a) Independent                    b) Chain  
c) Franchise                        d) None of these
- 3) A \_\_\_\_\_ store is a small outlet which neither has its own floor nor own customers.  
a) Chain                              b) Parasite  
c) Departmental                  d) None of these
- 4) In a \_\_\_\_\_ types of marketing retailer communicates about its product with a help of catalogue.  
a) Catalogue                        b) Vending machine  
c) Tel marketing                    d) None of these
- 5) The risk of a business failure is reduced by \_\_\_\_\_.  
a) marketing                         b) franchising  
c) selling                              d) none of these
- 6) \_\_\_\_\_ type of retail location is basically a standalone building.  
a) Isolated                            b) Business district  
c) Specialty stores                d) None of these
- 7) \_\_\_\_\_ is a factor affecting retail location decisions.  
a) Infrastructure                    b) Cultural  
c) Demand                            d) All of these
- 8) \_\_\_\_\_ refers to both pedestrian & vehicular traffic.  
a) Traffic flow                        b) Accessibility  
c) Visibility                            d) None of these
- 9) It is the \_\_\_\_\_ look of the store that draws the customers to the store.  
a) design                              b) exterior  
c) singe                                d) none of these
- 10) \_\_\_\_\_ is the first mark of identification of a retail store.  
a) Store marquee                  b) Exterior  
c) Signage                            d) None of these

- 11) \_\_\_\_\_ brand is also known as a family brand.  
a) Umbrella                                      b) Store  
c) Individual                                    d) None of these
- 12) \_\_\_\_\_ is an art of creating visual displays of the product.  
a) Atmosphere                                  b) Visual merchandising  
c) Personal selling                             d) None of these
- 13) \_\_\_\_\_ is an electronic communication method that provides standard for Exchanging data via any electronic means.  
a) EDI    b) RFID  
c) E- tailing                                       d) None of these
- 14) \_\_\_\_\_ is a form of wireless communication that uses radio waves to identify & track objects.  
a) EOI    b) RFID  
c) E-tailing                                        d) None of these

**Q.2 Answer the following questions. 14**

- What are the factors affecting Retail Location decision?
- Explain the concept of Franchising.

**Q.3 Answer the following questions. 14**

- Explain the Functions of Retailer.
- Explain the role of merchandiser.

**Q.4 Answer the following questions. (Any One)** **14**

Explain the methods of Retail Communication Mix.

**OR**

Explain the concept of Bar-code and RFID in detail.

**Q.5 Answer the following questions. (Any One)** **14**

Explain the retail Strategy process in details.

**OR**

### Explain different types of retail formats in details.