

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11. (a) Differentiate between product retailing and service retailing. CO1 K4
(or)
11.(b) Identify the recent trends in Indian retailing Industry. CO1 K2
12. (a) Explain about Trade Area Analysis. CO2 K3
(or)
12.(b) Outline the various interior store design element. CO2 K2
13. (a) Indicate the needs and importance of merchandise planning. CO3 K2
(or)
13.(b) Write the different methods of determining inventory evaluation. CO3 K1
14. (a) Analyse the role of communication in retail selling process. CO3 K4
(or)
14.(b) Describe the various elements of retail promotion mix. CO3 K2
15. (a) List the features of E-tailing. CO3 K1
(or)
15. (b) Write a detailed note on shopping arcades. CO3 K1

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. (a) Outline the various types of stores. CO1 K3
(or)
16.(b) Analyse the important retailing environment. CO1 K4
17. (a) Explain the factors affecting the location of retail store? CO2 K3
(or)
17.(b) Describe the procedure involved in site evaluation and selection. CO2 K1
18. (a) Assess the various retail pricing strategies. CO3 K5
(or)
18.(b) Critically evaluate the significance of merchandise budgets. CO3 K4
19. (a) Describe the important in store customer service. CO3 K3
(or)
19. (b) Explain the benefits of advertising in retailing. CO3 K2
20. (a) Show the features of virtual store. CO3 K1
(or)
20.(b) Express the various new customized formats of retailing. CO3 K2