

Q.4 What is/are the main functions performed by retailers?

- a) Buying and assembling
- b) Credit facility
- c) Warehousing and storing
- d) All of the above

Q.5 e-retailing refers to:

- a) Retailing of electronic items
- b) Retailing through internet
- c) Expensive retailing
- d) All of the above

Q.6 Which of these is/are service retail?

- a) Car rentals
- b) Restaurants
- c) Banking
- d) All of the above

SECTION-B

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

Q.7 _____ is the easiest route used by foreign players to enter in Indian market. (Franchising/FDI)

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Q.8 _____ represents how a retailer is perceived in eyes of customer. (Image/Profits)

Q.9 Computerization can improve operation productivity of a retailer. (True/False)

Q.10 Companies that follow market leader's strategy are called _____ (Market Leaders/Market Followers)

Q.11 Media/Press is an example of _____ stakeholder. (Internal/External)

Q.12 Agricultural market set up by state government to procure agricultural produce from farmers is called _____ (Mandis/Kirana)

SECTION-C

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

Q.13 Write a short note on main functions performed by retailers.

Q.14 Explain in brief main challenges in retail development of India.

Q.15 What are some pricing strategies used by retailers?

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