

- Q.21 Discuss any four features of retail analysis.
- Q.22 Suggest any four characteristics of business development.

SECTION-D

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

- Q.23 Write down an overview of retail industry.
- Q.24 Write down a detail note on store layout.
- Q.25 Write down a detail note on visual merchandising principles.

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6th Sem.
Branch : Fashion Technology
Sub.: Retail Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 What is key function of retail management?
- a) Ensuring efficient store operations and customer satisfaction
 - b) Avoiding employee training programs
 - c) Reducing customer service efforts
 - d) Limiting product variety
- Q.2 Which of the following is essential for effective inventory management?
- a) Overstocking products without tracking sales
 - b) Ignoring demand and supply trends
 - c) Maintaining accurate stock levels and timely restocking
 - d) Ordering products randomly

- Q.3 How does store design impact a retail Business?
- It influences customer experience and buying behaviour
 - It has no effect on sales
 - It only helps in reducing operational costs
 - It is only important for luxury stores
- Q.4 Which marketing strategy is most effective for promoting a boutique?
- Using a mix of online and offline promotions
 - Relying only on word of mouth marketing
 - Avoiding social media promotions
 - Limiting advertisements to in-store displays
- Q.5 What is a key advantage of using social media strategies in retail marketing?
- Ignoring customer interactions
 - Increasing brand visibility and customer engagement
 - Avoiding the need for store promotions
 - Reducing customer reach
- Q.6 Why is business growth strategy important in retail?
- It helps expand market reach and improve profitability
 - It is only needed for online stores
 - It reduces the need for customer service
 - It focuses only on cutting costs

SECTION-B

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

- Q.7 Define retail management.
- Q.8 Define staffing.
- Q.9 Define branding.
- Q.10 What is digital marketing?
- Q.11 Define sales data analysis?
- Q.12 Define visual merchandising.

SECTION-C

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

- Q.13 Write down any four retail formats with example.
- Q.14 Write down any four characteristics of retail management.
- Q.15 Compare staffing and scheduling.
- Q.16 Suggest any four features of merchandising strategies.
- Q.17 Write down any four features of window displays.
- Q.18 Write down any four characteristics of branding.
- Q.19 Write down any four characteristics of social media strategies.
- Q.20 Write down any four promotion events in retail.