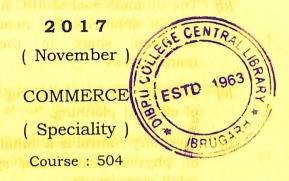
## 5 SEM TDC RTMT 4 (Sp) N/O



## ( Retail Management )

Time: 3 hours

The figures in the margin indicate full marks for the questions

( New Course )

Full Marks: 80
Pass Marks: 24

## 1. Write True or False:

1×8=8

- (a) Retailing does not form an integral part of the Marketing Mix.
- (b) Retail market today has transformed itself into a seller's market from a buyer's market.
- (c) Retailers are the last link in the distribution system.

- (d) The ultimate goal of ABC Analysis is to closely supervise the items according to their share in the inventory management.
- (e) Efficient material handling is the result of efficient planning.
- Inventory control is a minor component of 'physical distribution system' of a retail organisation.
- VED Analysis means valuable, essential and desirable analysis of materials.
- Retailing offers employment opportunity to all age groups irrespective of age and gender, qualification or religion.
- 2. Write short notes on any four of the following: 4×4=10
  - (a) Customer Relationship Management (CRM)
  - Direct Marketing
  - Convenience Stores
  - Global Retailing
  - Retail Co-operatives
  - Store Management

3.	(a)	What is retailing? Explain the scope of
		retailing in Indian context of marketing.
		U8 ************************************

Or

- (b) Explain in detail the emerging trends of retail sector in India. 14
- Describe the various functions of retail 4. (a) stores in India. 14

Or

- Briefly explain the characteristics of supermarkets. Why are supermarkets becoming more and more popular in 7+7=14 Indian context? Explain.
- What is logistic management? Discuss **5.** (a) the various functions of logistic management in retailing. 4+10=14

Or

- What do you mean by warehousing? Explain the basic operational functions of a warehouse. 4+10=14
- Elaborate the differences (a) between organized and unorganized retailing. 14 Or
  - Explain detail in the emerging (b) challenges before the Indian retailers in the context of global retailing. 14