

BV(2)/RM-2.3/16 (JC)

2 0 1 6

**RETAIL MANAGEMENT AND
INFORMATION TECHNOLOGY**

Paper : S-2.3

(Retail Management in Practice)

Full Marks : 40

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following as directed : $1 \times 5 = 5$
- (a) Give an example of hypermarket.
 - (b) Location is the component of retail mix.
(Write True/False)
 - (c) Write the examples of convenience store.
 - (d) Leaving people on hold for longtime
is an example of wonderful customer
service.
(Write True/False)
 - (e) Rent, electricity bill, employee's salary
will come under variable cost.
(Write True/False)

A16/778

(Turn Over)

(2)

2. Write short notes on any *five* of the following : $2 \times 5 = 10$

- (a) Fixed expenses
- (b) Pre-sale presentation
- (c) Sales forecast
- (d) Merchandising
- (e) Advertising
- (f) Data mining
- (g) Trial close

3. Answer any *three* of the following : $5 \times 3 = 15$

- (a) Explain various steps involved in customer service at retail sectors.
- (b) What is sales promotion? Write few opportunities and advantages of sales promotion.
- (c) What is MRP? Explain various elements of retail pricing with appropriate example.
- (d) Explain the retail communication mix.
- (e) Write down different techniques of objective handling.

A16/778

(Continued)

4. Answer any *one* of the following : 10

- (a) Explain the retail strategic planning process.
- (b) What are the key objectives of GAP model? Explain the GAP model with appropriate example.
- (c) Briefly explain various steps involved in retail merchandising. Why will retailer consider merchandising management is the primary steps to success of retail business?
