

Time: 3 hours
Marks: 60

Answer any FIVE Questions
All Questions carry equal marks
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1. Explain the differences between Hypermarkets and super markets.
2. Discuss the strategy planning process in retail.
3. State the nature of staff organization and its merits and demerits.
4. Explain the terms
(a) Fad Merchandise
(b) Basic stock list
5. What is the importance of pricing strategies for a retailer? What purpose does the strategy serve?
6. What are the popular merchandise presentation techniques in retailing?
7. How do you perform site analysis for a retail store?
8. Do you favour influx of FDI in retail sector? Give reasons for your answer.