

4. (a) What are the organizational structures of retail stores? Differentiate between store and non-store based retailing. 4+7=11

Or

- (b) Describe the different types of retailing in India. 11

5. (a) What is inventory control? Discuss various tasks associated with inventory control with examples. 4+7=11

Or

- (b) What is supply chain management? Discuss its elements of logistics management. 4+7=11

6. (a) What is warehousing management? What factors are considered for smooth operations of the warehouse? Discuss. 4+7=11

Or

- (b) What is the importance of fleet management? Discuss the IT-based fleet management and its benefit. 4+7=11

7. (a) Discuss the global trends of retail sector and also discuss the recent trend in Indian retail sector. 6+6=12

Or

- (b) India being the land of crores of people, yet retail industry is facing the shortage of skilled manpower. Explain. 12

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( Nov/Dec )

COMMERCE

( Discipline Specific Elective )

( For Honours/Non-Honours )

Paper : DSE-502 (Group—III)

( Retail Management )

Full Marks : 80

Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer the following as directed : 1×8=8

(a) Write the full form of RFID.

(b) What is not easy to change in retail management?

(i) Promotion

(ii) Location

(iii) Price

(iv) Merchandise mix

( Choose the correct answer )

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( Turn Over )



( 2 )

(c) A store that stocks particular type of merchandise is

- (i) convenience
- (ii) speciality
- (iii) departmental
- (iv) non-store

( Choose the correct answer )

(d) The major component of solid waste that a retailer generates in the environment is

- (i) branding
- (ii) labelling
- (iii) packaging
- (iv) naming

( Choose the correct answer )

(e) Inventory management means \_\_\_\_\_ the inventory at all the stages of the products so that the production and sales process runs smoothly.

- (i) transferring
- (ii) manufacturing
- (iii) handling
- (iv) referring

( Choose the correct answer )

(f) The combination of the organized and the unorganized retail outlets have made the density of the retail outlets \_\_\_\_\_ in India.

- (i) highest
- (ii) lowest
- (iii) largest
- (iv) smallest

( Choose the correct answer )

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( Continued )

( 3 )

(g) The Global Commerce Initiative (GCI) is a global user group created in

- (i) 1998
- (ii) 1987
- (iii) 1999
- (iv) 1983

( Choose the correct answer )

(h) What does 'bar code' mean?

2. Write short notes on any four of the following : 4x4=16

- (a) Scope of retailing
- (b) Non-store based retailing
- (c) Inventory management
- (d) Franchising
- (e) Departmental store

3. (a) What do you understand by the term 'retail management'? Discuss the role of retail manager in a competitive business environment. 4+7=11

Or

(b) Explain with examples the emerging trends in retail in India. 11

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( Turn Over )