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5 SEM TDC DSE COM (CBCS) 502 (GR-III)

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(November)

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 : $1 \times 8 = 8$

(a) Write the full form of FDI.

(b) In retailing, there is a direct interaction
with

(i) producer

(ii) customer

(iii) wholesaler

(iv) All of the above

(Choose the correct answer)

(2)

- (c) The functions of management start with
(i) buying (ii) planning
(iii) organizing (iv) supervising

(Choose the correct answer)

- (d) A multichannel retailer sells merchandise
(i) over the telephone
(ii) through personal selling and retail store only
(iii) over the Internet
(iv) through more than one channel

(Choose the correct answer)

- (e) The logistics is derived from the _____ word.
(i) Greek (ii) Latin
(iii) Spanish (iv) American

(Choose the correct answer)

- (f) In the product life cycle, the emphasis in marketing mix during introduction stage is
(i) distribution
(ii) promotion
(iii) price
(iv) cost reduction

(Choose the correct answer)

(3)

- (g) The _____ is a global service for the registration and validation of items and provides global capability.

- (i) global commerce
(ii) global registry
(iii) global data interchange
(iv) global integrity

(Choose the correct answer)

- (h) What does 'fleet management' mean?

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

- (a) Reasons for growth of retailing
(b) Store-based retailing
(c) Logistics management
(d) Unorganized retailing
(e) Supermarket

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

Or

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

(4)

4. (a) What are the different types of retail stores in India? Differentiate between store-based and nonstore-based retailing. 4+7=11

Or

- (b) Describe in detail the organization structure of retail stores in India. 11

5. (a) What is supply chain management? Discuss the elements of logistics management. 4+7=11

Or

- (b) What is warehousing management? Discuss its benefit in retailing. 5+6=11

6. (a) What are the challenges of Indian retail sector? 11

Or

- (b) Differentiate between organized and unorganized retailing in India. 11

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

Or

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

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