

MAY 2011

**P/ID 77533/PMAQ**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the advantages of super markets?
2. Write a note on product positioning.
3. What do you mean by store design?
4. Write a note on non-store retailing.
5. Enumerate the methods for determining inventory evaluation.
6. What are hyper markets?
7. Write a note on WALMART.
8. Write a note on retail theatre.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Differentiate between product retailing and service retailing with examples.

10. Evaluate the retailing environment for a food retailer.
11. Explain the need for comprehensive store planning.
12. What is merchandising? How can it be of use to a retailer?
13. Develop a retail promotion mix for :
  - (a) Big bazaar
  - (b) Vivek's
  - (c) Univercel.
14. Explain the various retail layouts with examples.
15. Explain the impact of globalisation on changing retail formats.
16. Why is the concept of reverse logistics gaining importance?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Assume you have a capital of five lakhs and that with this amount you are planning to expand your small mobile accessories outlet. How will you decide about the various expenses involved and other requirements?