

Time: 3 hours
Marks: 60

Answer any FIVE Questions
All Questions carry equal marks
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1. Explain the Business Models in Retail.
2. Explain the need for assortment planning.
3. What employee needs would a retailer consider while determining the benefits packaging and setting the employment in metro India.
4. Explain the difference between the role of a buyer and the merchandiser.
5. What are the different modes of retail sales promotion aimed at consumers?
6. What are the different types of materials used in store designing? Explain the aspects to be considered in selection of materials for floorings, walls etc. of retailing stores.
7. What is the importance of retail stores location?
8. In the light of international perspective, what needs to be done in India for retailing?