

Exam. Code : 111801
Subject Code: 3428

Bachelor of Vocation (Retail Management)

1st Semester

BASICS OF RETAIL MANAGEMENT

Paper—BVRM-104

Time Allowed—3 Hours] [Maximum Marks—50

Note:— Candidates are required to attempt **FIVE** questions, selecting at least **ONE** question from each Section. The **FIFTH** question may be attempted from any section.

SECTION—A

1. Define Opportunities of Retailing in India. Discuss Social, Economic and Technological Compliments of Environment of Retailing Management in India.
2. Discuss the Retail Structure in India while outlining the factors which influence the retailing structure.

SECTION—B

3. Write short notes on the following :—
 - (a) Factors Influencing Retail Location.
 - (b) Visual Merchandising.
4. What is A Store Layout ? Explain Important Types of Store Layouts.

SECTION—C

5. Describe factors to be considered to have an Effective Merchandise Pricing Strategy.
6. Discuss Gaps Model and how it can be used to implement effective CRM Strategies.

SECTION—D

7. Discuss in detail the importance of handling complaints and objections in retailing. What different Methods can be used in order to handle objections and complaints in retail management ?
8. Explain the role of Information Systems and Retail management. Discuss how companies have used Information Systems to leverage themselves as competitive companies.