

SUBJECT: Retail Management

CLASS: TYBBA V SEM

	QUESTION BANK	
	Unit-1	
Q1. V	Vrite answers in one sentence	2*5=10
1.	Define retailing	
2.	Define Mall	
3.	Define	
4.	Define behavioral factor	
5.	Define franchise	
Q2. V	Vrite answers in brief.	5*3=15
1.	What is role and functions of Retail Industry	
2.	What are the different types of retailers	
3.	What is role in national economy	
Q3. V	Vrite answers in detail	15*3=45
4.	Explain in detail functions and advantages of retailing.	

- 5. Explain classification of retail sector
- 6. Explain modern retail format



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QUESTION BANK	
Unit-2	
Q1. Write answers in one sentence	2*5=10
 Define store design Define convenience location Define market segments 	
4. Define site location	
5. Define positioning	
Q2. Write answers in brief.	5*3=15
1. What is identifying and understanding customers	
2. Explain market segments	
3. Explain retail layout	
Q3. Write answers in detail	15*3=45
1. Explain process of selecting site location for retail store	
2. Explain store design and layout of retail store	
3. Explain visual merchandising.	



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	QUESTION BANK	
	Unit-3	
Q1. Wr	ite answers in one sentence	2*5=10
2. 1 3. 1 4. 1	Define retail marketing plan Define branding Define merchandising Define fixtures Define product	
Q2. W	rite answers in brief.	5*3=15
6.	What is retail marketing plan	
7.]	Explain merchandising for retail store	
8.	What are the merchandising strategies	
Q3. Wr	ite answers in detail	15*3=45
1.]	Explain human resource requirements of retail store	
2.]	Explain developing product and branding strategies	
3.	What are the merchandising plans and strategies for retail store	



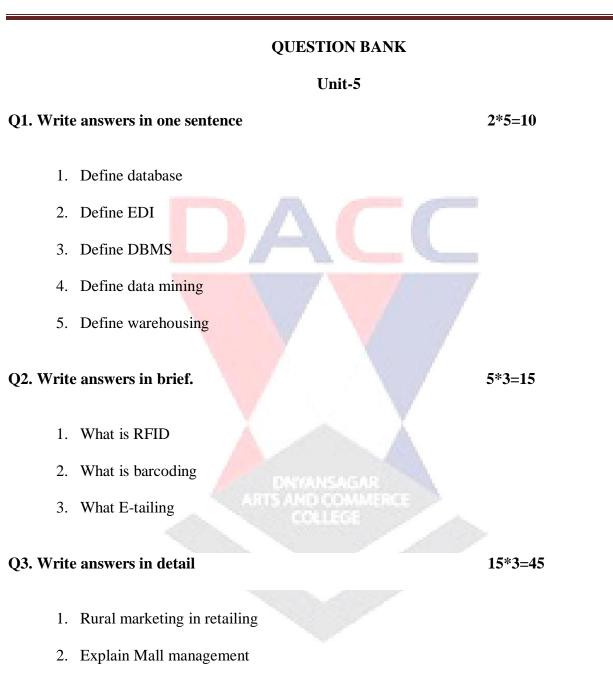
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QUESTION BANK Unit-4 Q1. Write answers in one sentence 2*5=10 1. Define Mall 2. Define promotion 3. Define advertisement 4. Define FMCG 5. Define scanning 5*3=15 Q2. Write answers in brief. 1. What is Differentiation strategy,, 2. What is expansion strategy 3. What is growth strategy Q3. Write answers in detail 15*3=45 1. Explain promotion mix in retailing 2. Explain retail strategies 3. Explain need of promotion mix



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3. Explain Indian Malls Vs. Western countries Malls.