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**QUESTION BANK**

**Unit-1**

**Q1. Write answers in one sentence**

**2\*5=10**

1. Define retailing
2. Define Mall
3. Define
4. Define behavioral factor
5. Define franchise

**Q2. Write 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. Write 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



## QUESTION BANK

### Unit-2

#### Q1. Write answers in one sentence

2\*5=10

1. Define store design
2. Define convenience location
3. 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.



## QUESTION BANK

### Unit-3

**Q1. Write answers in one sentence**

**2\*5=10**

1. Define retail marketing plan
2. Define branding
3. Define merchandising
4. Define fixtures
5. Define product

**Q2. Write 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. Write 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



## 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

**Q2. Write answers in brief.**

**5\*3=15**

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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**QUESTION BANK**

**Unit-5**

**Q1. Write answers in one sentence**

**2\*5=10**

1. Define database
2. Define EDI
3. Define DBMS
4. Define data mining
5. Define warehousing

**Q2. Write answers in brief.**

**5\*3=15**

1. What is RFID
2. What is barcoding
3. What E-tailing

**Q3. Write answers in detail**

**15\*3=45**

1. Rural marketing in retailing
2. Explain Mall management
3. Explain Indian Malls Vs. Western countries Malls.