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Time : 1½ Hours**RETAIL****Subject Code**

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Total No. of Questions : 3**(Printed Pages : 4)****Maximum Marks : 30**

INSTRUCTIONS : (i) Answer each question on new page.

(ii) Figures to the right indicate full marks.

(iii) All questions are compulsory.

(iv) Write the question and sub-question numbers clearly.

(v) Draw the neat figures and label as per the instructions.

1. (A) Choose the *correct* alternative and re-write the following sentences : 3

(1) Stock of is called as Inventory.

(Services, Methods, Goods, Process)

(2) A system which detects is the fire alarm system.

(Smoke, Air, Water, Liquid)

(3) SWOT Analysis is also known as Analysis.

(Market, Situation, Saturation, Management)

(4) The commonly used method for collecting market information is

(Qualitative method, Interview, Survey, Observation method)

(5) A person who does the protection of store is security guard.

(Personal, Corporate, Residential, Bouncer)

(6) An automatic process of tracking stock is system.

(Inventory control, Logistic, Investment control, Supply chain)

- (B) Answer the following questions in *one* line each : 3
- (1) Why does retailer require an organisational structure ?
 - (2) Mr. John is the manufacturer of biscuits, who gets his supplies from Mr. Tom. Mr. Jerry distributes biscuit to Sham General Store. Who is the last participant in above Supply Chain ?
 - (3) Distinguish between Buffer Inventory and Anticipation Inventory.
- (C) Answer the following questions in *two* lines each : 4
- (1) Explain any *two* Market Research Methods.
 - (2) A fruit vendor purchases 38 kg of oranges on 1/3/2019 at a price of Rs. 85 per kg. On 2/03/2019, 15 kg of oranges are purchased at a price of 95 per kg and 34 kg of oranges were sold at price of Rs. 95 per kg.

Calculate closing stock of oranges and FIFO method of inventory valuation.
2. (A) Choose the *correct* alternative and re-write the following sentences : 3
- (1) Online retailing is also called as

(Telemarketing, Online shopping, Television shopping,

Direct marketing)
 - (2) The first person with whom the customer interacts in a store is

(Sales Associate, Employer, Client, Supplier)
 - (3) The delivery of product from manufacturing unit to is called as supply chain management.

(Retailer, Manufacturer, Distributor, Customer)

(4) An online practice in which customers are manipulated to purchase a product is

(Phishing, Cross Selling, Fishing, Secure Sockets Layer)

(5) The promotion of products by a film star is called as display.

(Window, Visual, Seasonal, Celebrity)

(6) The middleman between the and the retailer is wholesaler.

(Producer, Customer, Supplier, Salesman)

(B) Answer the following questions in *one* line each : 3

(1) Mr. Sam is the Sales Associate of MG Mall. He has been given the responsibility of designing window display for the new year. Which visual merchandising elements can Mr. Sam use for window display ?

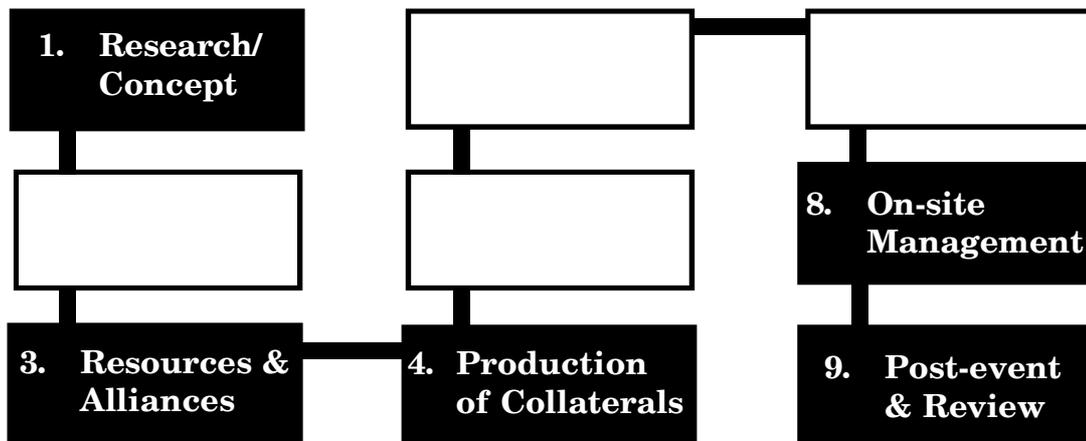
(2) Name any *two* safety and surveillance equipments.

(3) Which is the account of assets ?

(C) Answer the following questions in *two* lines each : 4

(1) Explain the term Telemarketing.

(2) Complete and label the following flow chart of steps in an event



3. (A) Answer the following questions in *one* line each : 3
- (1) Ms. Rita is the owner of a Fashion Brand. The Manufacturing unit is at Verna Industrial Estate and Retail Outlets are at Margao and Panaji. Suppliers are from Maharashtra and Karnataka. Ms. Rita wants to start one more manufacturing unit in Mapusa Industrial Estate.
- Help Ms. Rita by drawing a diagram of participants involved in Supply Chain Management for new manufacturing unit.
- (2) Write down any *two* objectives of Accounting.
- (3) Define Inventory Turnover Ratio.
- (B) Answer the following questions in *two* lines each : 4
- (1) Distinguish between E-marketing and Traditional marketing. (any *two* points)
- (2) Mr. Tejesh is launching new product in Goa. He plans to have a mega event for a launch. Which are the legal and statutory aspects he has to consider before organising an event ?
- (C) Answer the following question : 3
- List any *six* duties of Retail Sales Associate.