



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 4th Semester Examination, 2023

DSC42-RETAIL MANAGEMENT (4.2)

RETAIL BUSINESS MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions: 3×4 = 12
- (a) Define the term retailing. 3
 - (b) What is a departmental store? 3
 - (c) Explain if a vending machine is an example of store retailing or non-store retailing. 3
 - (d) Describe a supermarket. 3
 - (e) Explain the meaning of merchandising. 3
 - (f) What do you mean by outsourcing? 3

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Enumerate the advantages and disadvantages of e-retailing. 6
 - (b) Describe the features of credit card transactions. 6
 - (c) Describe the Retail Accordion Theory with an example. 6
 - (d) Explain the importance of retail location. 6
 - (e) Explain the types of Customer Relationship Management (CRM). 6
 - (f) State the advantages of Business Process Outsourcing (BPO). 6

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Discuss the factors affecting the location of a retail outlet. 12
 - (b) Explain the roles and responsibilities of merchandising. 12
 - (c) Briefly discuss the theories of retail development. 12
 - (d) Write short notes on: 6+6
 - (i) FDI in Retail Industry
 - (ii) Retailing Formats.

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