



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 4th Semester Examination, 2022

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.
 - (b) Explain the meaning of door-to-door selling.
 - (c) Define the term Non-Stores Retailing.
 - (d) What do you mean by credit card transactions?
 - (e) Explain the meaning of Hypermarket.
 - (f) Define Polarization theory.

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Explain the contribution of retailing to the Indian economy.
 - (b) What are the factors that affect the Retail location?
 - (c) Explain the term e-retailing. Is that beneficial to the economy?
 - (d) What are the factors that affect the buying decision?
 - (e) What are the different types of FDI? Explain briefly.
 - (f) What do you mean by Wheel of Retailing and Melting pot theory?

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) Discuss the contributions of FDI to the growth of the retail industry in India.
 - (b) What are the types of Retailing formats? Explain.
 - (c) Explain the Role and Responsibilities of Merchandising.
 - (d) Define the term retail strategy. What is the future prospect of retail market strategy?

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