**TU/CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2017**

**DRM 203: RETAIL STRATEGY**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks*

*for the individual questions*

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1. Answer the following questions. **1x5= 5**
2. What is gross margins ?
3. Define quantity discount.
4. What is retail pricing ?
5. What is the full form of UPC ?
6. What is the full form of BIS ?

1. Answer the following questions. **2 x 5 = 10**
2. What is merchandising?
3. What is psychological pricing?
4. What is stock list?
5. What is EDI?
6. What is merchandise mix?
7. Answer any Five : **5 x 5 = 25**
8. What is the role of merchandise planning?
9. Discuss the role of “open-to –buy” as a means of controlling merchandise.
10. “Retailers need to understand the psychology of the prospective customer segment and develop the pricing strategy” Explain.
11. What do you understand by the term EAN ?
12. “Are retail managers required to deal with human resources” Explain.
13. Mention the basic reason for increasing customer inflow to retail store.
14. State and explain the Merchandise Life cycle.

**P. T. O.**

1. Answer any Three : **10 x 3 = 30**

(a) Explain the process of merchandise budget planning.

(b) “The process of category management is a well –structured activity which is designed to produce a specific output for the suppliers, retailers and consumers” – Explain.

(C) “Now-a-days, use of technology is must for every retailer” Explain.

(d) Discuss the primary tasks of retail sales manager.

(e) Retail Atmospherics implies the sum total physical evidence in any retail store - Explain

(f) State and explain the personal selling process.

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