

UNIVERSITY OF PUNE
DEPARTMENT OF MANAGEMENT SCIENCES
DIPLOMA IN INDUSTRIAL ADMINISTRATION AND SERVICES MANAGEMENT
MODULE VI, EXTERNAL EXAMINATION-2013
Retail Management

Time : 3 Hours

Marks : 70

Q. 1. Write any 2 out of 3 (14 marks each)

- 1) What are the factors influencing a retail shopper?
- 2) Explain various types of retail formats.
- 3) Explain the process of merchandise planning in detail.

Q.2. Explain the types of layout. (14 marks)

Q.3. Write a note on Store design – Interior and Exterior design (14 marks)

Q.4. Write short note (Any 2) – (7 marks each)

- 1) Dialectic Process
- 2) Accordion theory
- 3) Wheel of Retailing
- 4) Advertising
- 5) Sales Promotion
- 6) Motivation
- 7) Training
