

INTERNAL EXAMINATION ANSWER SHEET

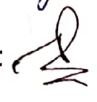
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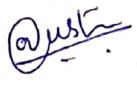
Class : B.Sc B.com b

Date : 20.02.2020

Subject : Retail Management

No. of additional sheets used :

Signature of the invigilator : 

Signature of the student : 

Question Numbers & Marks Table

Q.No	a	b	c	d	e	f	g	h	i	j	total
1.											
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Name and Signature of the Valuator										Grand Total	15

Start writing from here

Q. Answer the following questions

1. Retail management is the activities of business involved in the selling of goods and services to the consumer for his personal use. The word retail is derived from the greek word 'retailer'. It means in 'bulk'.

3. Traditional Business Models

1) Mom and Pops store  
2) Kiosks  
3) Street market

1) mom and peps store :- These are the business which are normally handled by a family.

2) Kiosks :- These are the business which have one sided window open handled by an individual.

3) Street market :- These are business having small set of items and having a more choice.

II. Answer the following.

4. Functions of Retailing

- ① Providing assortment
- ② Selling
- ③ Breaking bulk
- ④ Rendering services
- ⑤ Risk bearing
- ⑥ Communication with customer
- ⑦ Transport and Advertising function
- ⑧ Involves Inventory.

① Providing assortment :- It means variety of products used in store for the purpose of buying and selling goods.

② Selling :- It means the goods from the manufacturing, production buying in a large quantity.

③ Breaking Bulk :- Here the customers buy the products in a small quantity.

④ Rendering services :- Giving services and

helping the customer

5) Risk bearing: In any also business organisation has always a risk in business

6) communication with customer: It is always need to have good communication with customer

7) Transport and advertising function: It is required to tell about your business & about the facilities

8) Inventory: This means the quantity that have been brought the store for the customer.

iii. Answer the following.

8. Retail Management

It is the activities that are done in the business for buying and selling of goods and services to the consumers.

The retail 'the word was derived from the greek word 'retailer' and retail means bulk.

Bulk means the goods and services buying in a bulk quantity.

There are some of the retail management activities.

Retail Management Activities

- 1) Store Administration
- 2) Managing of Retail floor.

- 3) Managing the merchandise activities
- 4) Providing Services
- 5) Customer service
- 6) Sales Promotion

1) Store Administration: Store administration means the things of the products and variety that are kept in a store to attract the customers.

2) Management of Retail floor: This means how you maintain the store and keep its cleanliness there. There are some the types of management of Retail Floor.

a) Pre-store opening activities:

- \* Cleaning the floor
- \* Arranging the products

b) Trading in working hours activities:

- \* Welcoming the customer
- \* Cleaning the floor
- \* Maintaining the records

c) Post store closing activities:

- \* Giving Balance report to the manager
- \* Cleaning the store
- \* Turning on alarm

3) Managing the merchandise activities: Here we are seeing the interest of the customers and treating her per their likes.

4) Providing Services: Giving good services to the customers and helping

and helping them do identify and guiding information about the products

5] Customer Service: Providing them and guiding them to know about the products value and use.

6] Sale Promotion: Promoting the store and telling them how good and serviceable is our store.

II. 6. Relationship Retailing

It is the normal relationship between the seller and the buying. It means going store and seller giving you the all the information and knowledge about the products and guiding.

Customer don't always buy in a large quantity sometimes they go to a normal shop and buy in a small quantity.