

Total No. Of Printed Pages-02

4 SEM TDC RTMT

2023

(May)

(SKILL-BASED COURSE)

RETAIL MANAGEMENT-II

(Honours/ Non-Honours)

Course:4.1

Full Marks:40

Pass Marks:12

Time: 2 hours

The Figures in the margin indicates full marks for the questions

1. Answer as directed:

1 X 4 = 4

- a) A Supply chain basically has three key parts---  
Supply ,manufacturing and distribution. (write True or False)
- b) The main objective of managing inventory in a retail  
organization is : (write the correct answer)
- i)To achieve cost-efficient operations
  - ii)To minimize inventory investment
  - iii)Measuring the gap in customer service
  - iv)All of the above
- c) Net working capital is the excess of current assets over  
current liabilities. (write True or False)

d) ROI is used for (write the correct answer)

- i) rate of investment
- ii) retail over investment
- iii) return on investment
- iv) return on income

2. Write Short notes on (any two). 2 X 4 = 8

- a) E- payment.
- b) Customer Relationship Management.
- c) Credit Management.
- d) Pricing and Packaging.
- e) Store Based Retailing.

3.(a) What is Supply Chain Management? Why is Supply Chain management required? Discuss in detail the benefits and components of retail supply chain Management.

2+4+4+4=14

Or

(b) Discuss in detail about the various schemes and offers applicable in retail marketing. 7+7=14

4. (a) Discuss the different methods of Payment in retail management. 14

Or

(b) What do you mean by trade license? Discuss the various advantages and disadvantages of acquiring trade license.

4+5+5=14

XXXXXXXXXX