

RETAIL MANAGEMENT

Duration: 30 minutes

Marks : 10

Answer the following questions

(5 x 2 Mks) = 10 Mks

Q.1) Explain term Retail management.

Q.2) Explain any two functions performed by Retailer.

Q.3) State any four factors responsible for growth of retail sector.

Q.4) Match the pairs of Stages of retail life cycle.

	Stage	Situations
1	Introduction	Costs are decreased as a result of production volumes increasing and experience curve effect, Increase in competitors entering the market, rate of growth slows down.
2	Growth	The retail organization loses its competitive edge. The rate of growth is negative, profitability declines further and overheads are high.
3	Maturity	This is the stage where the retail organization has a few or no competition, costs are very high, and demand is to be created here.
4	Decline	The retail organization faces rapid increases in sales profitability begins to rise and public awareness increases.

Q.5) Differentiate between Single brand retailing and Multi brand retailing. (2 pts)