	Utech
Name:	<u>A</u>
Roll No.:	In Spanie (VE) marketing and Excellent
Invigilator's Signature :	

#### CS/MMA/SEM-3/MMA(RM)-307/2011-12

#### 2011

# RETAIL PERFORMANCE, LOGISTICS & MANPOWER PLANNING

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

#### GROUP - A

# ( Multiple Choice Type Questions )

1. Choose the correct alternatives for any *ten* of the following:

 $10 \times 1 = 10$ 

- i) Employee productivity is
  - a) the retailer's sales or profit divided by the number of employees
  - b) the retailer's sales or profit multiplied by the number of employees
  - c) the retailer's sales or profit subtracted by the number of employees
  - d) none of these.
- ii) .....identifies the activities to be performed by specific employees and determines the lines of authority and responsibility in the firm.
  - a) Specialization
  - b) Centralization
  - c) Decentralization
  - d) Organization structure.

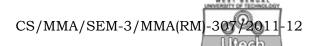
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iii)	Amount of time between recognition that an order needs
	to be placed and when it arrives in the store and is
	ready for sale is

- a) Order Point
- b) Lead Point
- c) Lead Time
- d) Review Point.
- iv) The type of layout commonly used in conventional grocery store is
  - a) Free form layout
- b) Boutique layout
- c) Grid layout
- d) Race track layout.
- v) A diagrammatic presentation depicting the placement of merchandise in a store is called
  - a) Planogram
- b) Atmospherics
- c) Marquee
- d) Visual merchandising.
- vi) Effective HR planning does not include
  - a) Forecast
- b) Career Management
- c) Job Analysis
- d) Grievance procedure.
- vii) Which one is not present in manpower planning?
  - a) Intuitive Judgment
  - b) Analysis of requirements
  - c) Forecast
  - d) Course of action.
- viii) Logistics is
  - the management of the entire supply chain, from production to the delivery of product to the consumer
  - b) the management of the production aspects of the supply chain
  - c) the management of that part of the supply chain that deals with moving goods from the retailer to the consumer
  - d) the management of that part of the supply chain that deals with moving goods from the wholesaler to the retailer.

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- ix) The way a store is defined in the shopper's mind is known as
  - a) Store image
- b) Store maintenance
- c) Visual merchandising d) Selling space.
- x) A sign that is used to display a store's name and/or logo is known as
  - a) Marquee
- b) Rack display
- c) Planogram
- d) none of these.
- xi) An island type self service counter with tiers of shelves, bins or pegs is known as
  - a) Dump Bin
- b) Feature Area
- c) Gondola
- d) Planogram.
- xii) Major activities of manpower planning include
  - a) Manpower Forecasting
  - b) Manpower Inventory
  - c) Anticipating Manpower problems
  - d) all of these.

## GROUP - B

# (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. As a retailer what step would you follow to select a logistic service provider?
- 3. Prepare a job description form for any retail book store.
- 4. To start a retail business, how would you select your retail location?
- 5. Wall planning is an important aspect in retail business. Give your views.
- 6. Point out the significance of retail space management.

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#### GROUP - C

#### (Long Answer Type Questions)

Answer any *three* of the following. 3

- 7. a) NIKE built their brand by "Think globally, and act locally". Elucidate.
  - b) Being an Indian apparel retailer, to attract more customer traffic and to retain them inside your store, what would be the role of your interior and exterior retail atmospherics? Explain. 6+9
- 8. a) Discuss the different types of store layout briefly.
  - b) What are the major types of logistical information flows?
  - c) What are the components of logistics management?

5 + 5 + 5

- 9. a) What are the major principles of 'Store Design'?
  - b) "Store interiors are a function of fixtures, flooring, ceiling, lighting and signage used inside a store to create a particular look." Elucidate.
  - c) What are some of the commonly used tools for Visual Merchandising? 4 + 8 + 3
- 10. a) What are the different methods of display that retailers adopt to present their merchandise?
  - b) What do you mean by retail space planning?
  - c) Discuss briefly the different tasks that must be performed in a retail store. 4 + 3 + 8
- 11. a) Discuss the different key jobs in a retail organization briefly.
  - b) Explain the various factors that affect Human Resource Planning in a retail organization.
  - c) What are Gondolas ? Discuss some of the important types of floor fixtures. 6 + 4 + 5

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