



Name :
Roll No. :
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.



- 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
 - a) 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.



- 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.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

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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