

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			
a	Explain Omni channel retailing along with its advantages.	CO1	Understand	<b>4 x 5 = 20</b>
	or			
	What are the key benefits and significance of E-retailing compared to traditional store-based retailing?	CO1	Understand	
b	“Training is the most important aspect in Retailing” Discuss with examples.	CO2	Understand	
	or			
	What are effective strategies for enhancing motivation among retail employees to improve performance and workplace satisfaction?	CO2	Understand	
c	Explain the role of Retail sales person and also explain the importance of personal selling.	CO3	Understand	
	or			
	How do Upselling and Cross-selling contribute significantly to retail success, and what are some practical examples showcasing their impact?	CO3	Understand	
d	Discuss the role of store windows & mannequins in visual merchandising with example.	CO4	Understand	
	or			
	What are the key differences between Staple Merchandise and Fashion Merchandise in terms of demand, purchase patterns, and market trends?	CO4	Understand	
<b>Section II</b>				
	<b>Long Answer type questions.</b>			
2	Explain the current scenario of organized retailing in India? Explain few factors that have led to the change in this scenario.	CO1	Analyze	<b>3 x 10 = 30</b>
	or			
	Explain Specialty store, convenience store and hyper market as retail formats. Illustrate with the help of examples.	CO1	Evaluate	
3	Analyze the different ways through which competitive advantage can be gained through effective Human resource management.	CO2	Analyze	
	or			
	Explain in detail the changing scenario in Retail? Discuss how Retail companies are formulating different strategy to adapt to these changing scenarios?	CO2	Analyze	
4	What distinguishes Prospecting from Approach in the sales process, and what essential preparations should a salesperson undertake before meeting a potential customer?	CO3	Analyze	
	or			
	What are the benefits and drawbacks of a franchising agreement for both the franchisee and the franchisor, and how do these aspects impact their business relationship?	CO3	Analyze	
<b>Section III</b>				
	<b>Application based questions</b>			
5	How do modern retailers strategically utilize various communication methods to engage customers, and how can each method be effectively illustrated with relevant examples?	CO4	Evaluate	<b>1 x 20 = 20</b>
	or			
	Why is store management considered a complex process? Conduct a critical analysis of the key activities involved in pre-opening, trading hours, and post-closing operations.	CO4	Evaluate	

**Course Outcomes**

On completion of this course, the students will be able to

CO 1: Take appropriate decisions into all functional areas of retailing

CO 2: Understand the functions of retail business and various retail formats and retail channels.

CO 3: Understand, key drivers of retail supply chain and how to select retail store location.

CO 4: Analyze Retail Market and formulate Financial & Operational strategy including product pricing.