

RETAIL BUSINESS -62 E/2023

<u>Qs No.</u>	<u>Value Points</u>	<u>Total</u>	
	PART-A		
1	c)Measurable		1
2	b) Complex		1
3	b) Workman compensation		1
4	b) customer service		1
5	a) Purchase		1
6	d) All of the above		1
7	d) Services to owner		1
8	a) Vendors		1
9	c) Thank you		1
10	a) Master Spread sheet		1
	PART-B		
11	Cross-selling: It involves salespeople from one department attempting to sell complementary merchandise from other departments to their customers.		2
12	Inventory Turnover Ratio: The number of times the inventory is converted into sales during a period is known as inventory turnover ratio		2
13	Buffer Inventory Inventory is sometimes used to protect against the uncertainties of supply and demand, as well as unpredictable events such as poor delivery reliability or poor quality of a supplier's products		2
14	Any discrepancy b/w the amount of the book stock and the value of the stock determined by the physical count of merchandise on hands is called as shortage		2
15	Housekeeping refers to the set of activities that are intended for cleaning the house by cleaning dirty surfaces, dusting, disposing of rubbish, vacuuming, etc		2
16	Displays that are organized and created to efficiently meet your customers need should assure continuing business from your existing customers and will entice prospective customers to purchase from you.		2

17	Window display Grabbing the consumer's attention while they're walking by, making them wants to stop in and spend money is the main idea behind the window display		2
18	Retail sales associates are usually the first persons a customer meets when enter in a store		2
19	E-marketing must be defined to include the management of the consumer's online experience of the product, from first encounter through purchase to delivery and beyond		2
20	Online retailing also known as online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over online channels primarily the Internet using a web browser.		2
21	Event Management is the process of organizing, analyzing, planning, assembling of resources, marketing, promoting and producing an event.		2
22	Telecom Billing is a process of collecting usage, aggregating it, applying required usage and rental charges and finally generating invoices for the customers.		2
23	1.Understandability 2.Relevance 3.Consistency 4.Comparability 5.Reliability 6.Objectivity		2
	PART-C		
24	1. Product 2.Quantity 3. Location ? 4.Time ? 5.Pricing ? 6. Appeal	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
25	1. Personal Security Guards 2. Residential Security Guards	$\frac{1}{2}$ $\frac{1}{2}$	3

	3. Corporate Security Guards 4. .Private Security Guards 5. Mobile Security Guards 6. Static Security Guard	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	
26	1.Vacuum cleaning 2.Painting 3.Weeding 4.Maintenance 5.Waste removal 6.Dusting 7.Mopping	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
27	<p>Balance: Asymmetrical rather than symmetrical balance with the display.</p> <p>Size of Objects: Place the largest object into display first.</p> <p>Color: Helps set mood and feelings.</p> <p>Focal Point: Where product and props/signage and background come together.</p> <p>Lighting: Should accent focal point, if possible.</p> <p>Simplicity: Less is more so know when to stop and don't add too many items.</p>	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
28	<p>1.Awareness: The most important communications strategy is to make potential customers aware of your store and the products you offer.</p> <p>2.Relationships: To protect your customer base and increase repeat sales, adopt a communications strategy based on a loyalty program.</p> <p>3.Mobile: With increasing numbers of consumers using mobile phones to get information on stores, products and local deals, you can develop a mobile merchandising strategy to communicate with consumers in your area.</p> <p>4.Social: A social media communication strategy can help you increase dialogue with your customers and get valuable feedback on your products and standards of customer service.</p>		3

	5. Employees: Don't forget to include employees in your communications strategy.		
29	1.Suppliers 2.Manufacturers 3.Manufacturing Unit 4.Distributors 5.Wholesalers 6.Retailers	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	3
30	1..Provide a more interactive and personal sale service 2.Create an immediate rapport with your customers 3.Explain technical issues more clearly 4.Generate leads and appointments 5.Sell from a distance to increase your sales territory 6.Reach more customers than with in-person sales calls 7.Sell to both existing and new customers 8.Achieve results that are measurable.		3
31	1. Contract 2. AV cue sheet 3. Budget 4. Master spreadsheet 5. Conference Timeline 6. Event Signage List 7. Event Summary Form . 8. Menu Card Template 9. Thank you Note-card		3
32	Following principles are followed by the Event Manager while organising any one Event: 1. Excellent local knowledge of the regions 2. Professional guarantees		3

	<p>4. Maintain system data integrity. ?</p> <p>5. Set up and/or change the stock keeping unit (SKU) in the strategic pick location(s). ?</p> <p>6. Research and resolve issues regarding variances between perpetual inventory and the general ledger.</p>	<p>1</p> <p>1</p> <p>1</p>	
36	<p>1. Market coverage, specialization, customer contacts and lower costs.</p> <p>2. Facilitates the creation and implementation of effective marketing strategies.</p> <p>3. Effective marketing knowledge, market segmentation and selling skills.</p> <p>4. Effective delivery, customer service (pre and post purchase) and manufacturer services.</p> <p>5. SCM when use effectively, the middlemen can add tremendous value and thus should be selected and manage in maximize their contribution via exploiting their specialist skill and facilities. 6.It is important to create valuable relations between every participant in business chain.</p> <p>7.This inter-organizational supply network can be acknowledged as a new form of organization.</p> <p>8.Due to SCM customers get goods and services at their door-step</p>		6
37	<p>Plan: Accurate demand forecasting is considered one of critical success factors in Supply Chain Management. Companies need a strategy for managing all the resources that go toward meeting customer demand for their product or service. A big piece of SCM planning is developing a set of metrics to monitor the supply chain so that it is efficient, costs less and delivers high quality and value to customers. Demand forecasting is an ongoing process.</p> <p>Source: Which is the process of choosing the suppliers that will deliver the goods and services</p> <p>you need to manufacture or assembly your products or to create your services. It involves</p> <p>price negotiation, receiving, and verifying the shipments,</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	6

	<p>transferring them to the manufacturing facilities and authorizing supplier payments.</p> <p>Make: Make is the manufacturing and Assembly step – Raw components are assembled into final products or raw materials are manufactured into finished goods. Supply chain managers schedule the activities necessary for production, testing, packaging and preparation for delivery.</p> <p>Deliver: Products or services are delivered to consumers. Distribution involves warehousing, delivering, invoicing and payment collection this is the part that many SCM insiders refer to as logistics, develop a network of warehouses, pick carriers to get products to customers and set up the system to receive payments.</p> <p>Return: Return and refund are important parts and also the problem parts of Supply Chain Management. Supply chain planners have to create a responsive and flexible network for receiving defective and excess products back from their customers and supporting customers who have problems with delivered products.</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p>	
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