6. Explain about different types of store fixtures.
4. Explain store design and state the objectives of good store design.
3. Discuss the importance of customer probability.
2. Write the advantages and disadvantages of chain stores.
1. Explain the importance of store location.

Questions:

This shop was at a great location.

PART A: 60 marks (2012-2013 Batch onwards)

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7. What is the importance of Material Handling in Stores?

8. Give brief account on Retail Location Strategy.

   PART B — (5 × 10 = 50 marks)

   Answer any FIVE questions out of Eight questions.

   All questions carry equal marks.

9. Explain about different types of retail outlets.

10. Examine the effect of demographic, economic and cultural factors before selecting location.

11. Elaborate on Trade Area with importance to its size and shape.

12. Explain about Index of Retail Saturation Theory.

13. What is floor plan blue print? Give an account of different floor plan blue prints.

14. Examine the role and influence of visual merchandising as a communication tool.

15. Give detail account on Store Accounting and Coding System.

16. State the importance of Effective Retail Space Management.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study

Ankit Jam, son of a very successful Delhi-based businessman decided to venture into the business of speciality retailing after his MBA. Cafe shops had always earned a special place in his heart since his college days and so he decided to open a cafe shop near Vikaspuri.

Location wise, Cafe Point, Ankit's brainchild was perfect. The place was in the vicinity of several management and general colleges. Also, there were various shopping malls and big brand retail stores nearby. In short, the cafe shop was ensured of garnering both eye balls as well as footfalls. The exterior presentation of the store was perfectly done. The exterior sign along with well defined walks and entry with some amount of landscaping in front was just perfect for any potential customer to drop in and check out the shop and its services. Ankit had a friend who was in a placement consultancy firm who helped him source the right kind of manpower for Cafe Point. The service staffs were found to be quite skilled in customer service and product knowledge. Cafe Point, apart from offering Coffee also offered pizzas, burgers, pastries, fruit juices etc. It was found that during the day, Cafe Point mainly had