[This question paper contains 2 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 3698 **H**

Unique Paper Code : 6322481203

Name of the Paper : Profitability Management in Retail Store (DSC-6)

Name of the Course : **B.Voc - Retail Management & IT**

Semester : II

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions out of **eight** questions.
3. **All** questions carry equal marks.

1. What do you mean by stock turnover? In a retail store the toy department has following inventory and sales figures.

Month	Inventory (Rs)	Sales (Rs)
September	2,00,000	50.000
October	1,50,000	75,000
November	1,35,000	65,000
December	1,45,000	80,000

Calculate the stock turnover for 3 months from September to November. (9+9)

P.T.O.

2. What do understand by retail shrinkage? Discuss methods that can be adopted to prevent retail shrinkage. (9+9)

3. Discuss in detail McKinsey's 7S framework with help of a diagram. What lies at the core of this framework and why should retailers focus on it? (9+9)

4. Discuss the various types of positioning strategies which a retail store can adopt to increase sales. (18)

5. What is the significance of human resources for a retail store? Discuss in reference to 4 C's : commitment, competence, congruence and cost effectiveness. (9+9)

6. What is the significance of end of season sale for a retail store? How does this strategy help a retail store in its objective of achieving profitability. (9+9)

7. What do you mean by POP communication? Discuss the various forms of POP communication used by retail store. (9+9)

8. Write short notes on any **two** of following :

   (a) Cooperative advertising

   (b) Sales training program

   (c) Private labels (9+9)