a) POP display

b) Just in Time

c) Shop lifting

[This question paper contains 4 printed pages.]

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

Sr. No. of Question Paper : 3564 **J**

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
3. All questions carry equal marks.

1. What do you understand by inventory shrinkage? Discuss the major causes of shrinkage in retail stores. Explain how shrinkage is calculated and suggest effective strategies to control it.

(18)

P.T.O.

2. Show how the items given ahead relating to purchases and issues of a raw material will appear in the Stores Ledger using **LIFO**, **FIFO**, and **Weighted Average Methods** of pricing the materials issues: **(18)**

Date	Particulars	units	Price per unit (₹)
Feb. 1	Opening balance	300	20
Feb. 5	Purchases	200	22
Feb. 11	Issue	150	?
Feb. 22	Purchases	200	23
Feb. 24	Issue	150	?
Feb. 28	Issue	200	?
Feb. 28	Shortage	5	?

3. What is GMROI? Explain its formula and importance in evaluating merchandise performance. Support your answer with an example showing how GMROI guides merchandising decisions. **(8,10)**

4. Explain the concept of visual merchandising. Discuss its principles and techniques. How does visual merchandising influence customer buying behavior and enhance store appeal? **(9,9)**

5. How can retailers segment their target market to tailor sales strategies effectively? Discuss the role of pricing strategies in developing a sales strategy. **(9,9)**

6. What role does technology play in transforming the retail industry? Describe the different types of technology used in retail operations. **(9,9)**

7. Why is managing sales and service delivery important for increasing store profitability? Discuss the role of sales techniques and customer service in driving store revenue. **(9,9)**

8. Write short note on the following- **(6x3=18)**