## INSTRUCTIONS TO THE CANDIDATES

- ALL the questions are compulsory and MUST be answered.
- Use only PEN for writing answers. Writing in Pencil is not allowed.
- Observe correct spelling.
- Copying by any means will be strictly awarded Zero.

### Level: Diploma Year 2

<table>
<thead>
<tr>
<th>Type of questions</th>
<th>Allotted Marks</th>
<th>Marks Secured</th>
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<tbody>
<tr>
<td>I. True or false</td>
<td>10 x 01 Mark</td>
<td>10</td>
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<td>II. Multiple choice</td>
<td>10 x 01 Mark</td>
<td>10</td>
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<tr>
<td>III. Short answer</td>
<td>06 x 03 Marks</td>
<td>18</td>
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<tr>
<td>IV. Essay</td>
<td>02 x 06 Marks</td>
<td>12</td>
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**Total Marks** 50

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**TOTAL MARKS SECURED IN WORDS**

Marked by: Farha Hassan  
Signature:  
Date:

Verified by:  
Signature:  
Date:
<table>
<thead>
<tr>
<th>I. True or false questions</th>
<th>10 x 01 Mark = 10 Marks</th>
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<tbody>
<tr>
<td>Tick mark [✓] the word “True” if the statement is correct, and the word “False” if the statement is wrong.</td>
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<tr>
<td>1. ATM is an example of 24/7 retailing.</td>
<td>TRUE FALSE</td>
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<td>2. Holding inventory is one of the major functions of retailers.</td>
<td>TRUE FALSE</td>
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<td>3. Convenience stores carry limited number of high turnover, routinely purchased typical products for everyday use.</td>
<td>TRUE FALSE</td>
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<td>4. In a efficient supply chain system, customers will have more out of stock situations.</td>
<td>TRUE FALSE</td>
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<td>5. Retail positioning is an image of a retailer in comparison to other retailer, in minds of the customer, which they carry with them while shopping.</td>
<td>TRUE FALSE</td>
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<td>6. “Select and purchase of product or service” is the fifth stage in customer buying process.</td>
<td>TRUE FALSE</td>
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<td>7. Cultural diversity is when people of same culture live in one community.</td>
<td>TRUE FALSE</td>
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<td>8. Technology can help in offering better service to customers.</td>
<td>TRUE FALSE</td>
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<td>9. Wholesaling is a set of business activities involved in selling goods and services to those buying for personal non business use.</td>
<td>TRUE FALSE</td>
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<tr>
<td>10. Services cannot be stored or packed for later business use.</td>
<td>TRUE FALSE</td>
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Choose the most appropriate answer by putting a tick [✓] mark to the letter box at the right side of the chosen answer.

1. Which of the following is an example of hard goods?
   a. Television set
   b. Shirt
   c. Pizza
   d. None of the above

2. It refers to the specific market segment, whose needs are to be focused upon.
   a. Retail format
   b. Retail positioning
   c. Retail promotion
   d. Target market

3. Which of the following statement about global retailing is incorrect?
   a. Many global retailers localize their retailing strategies.
   b. Global expansion is due to common global consumption pattern.
   c. Global retailing is a phenomenon that is declining.
   d. Diffusion of culture due to inter country migration has encouraged global retailing.

4. Which of the following is not an example of service retailing?
   a. Car service and oil change
   b. Repairs of electronics goods
   c. Sports equipment’s
   d. Insurance
5. Which of the following is not a factor that influences how we as consumers feel about a retail outlet?
   a. Good own label range of the retailer
   b. Quality of goods offered by the retailer
   c. Wide range of products offered by the retailer
   d. Warehousing facilities of the retailer

6. These stores offer high level of service and expertise to customers
   a. Department stores
   b. Specialty store
   c. Convenience store
   d. Super markets

7. It refers to the moral principles on which all the decisions are taken by the organization.
   b. Customer Relationship Management.
   c. Merchandising management.
   d. Management Information System.

8. Which of the following statement about franchising is incorrect?
   a. In a franchise arrangement, the franchiser pays the franchisee a sum of money.
   b. Franchising is known to generate a win-win business partnership.
   c. It enables a franchisee to reduce risk.
   d. The franchiser benefits by using the franchisee’s resources.
9. Public relations is a tool in
   a. Product mix.  
   b. Retail pricing.  
   c. Retail promotions.  
   d. Retail locations.  

10. The attributes, the customer doesn't expect but knows about them and appreciates it if the experience includes them in customer expectation is called as.
   a. Basic.  
   b. Expected.  
   c. Desired.  
   d. Unanticipated.  

III. Short answer questions.  

1. Explain in short any three disadvantages of e-retailing.  
   (3 marks)  
   Note: Write each point separately. Number your points.
2. Explain the following terms with reference to retailing. (1.5 + 1.5 = 3 Marks)

(a) Retail Marketing strategy:

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(b) Visual merchandising:

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3. Explain any three characteristics of Hypermarkets. (3 marks)

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4. Explain any three factors a retailer will consider when they choose a location for their store. (3 Marks)

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5. Write in short any three advantages of television retailing. (3 Marks)
Note: Write each point separately. Number your points.

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6. "Growth of the retail sector will lead to the development of a country" (3 marks)

Write an answer (minimum three points) supporting the above statement.

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IV. Essay Questions.  

1. Explain in your own words the wheel-of-retailing.  

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(2 x 6 Marks = 12 Marks)
2. **Explain any six differences between conventional and non-conventional retailers.**
   **(6 Marks)**
   
   **Note:** Write each point separately. Number the points.

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**WISH YOU ALL THE BEST**