<table>
<thead>
<tr>
<th>Date</th>
<th>8th April 2014 (Tuesday)</th>
<th>Time</th>
<th>Question Type</th>
<th>Allotted Marks</th>
<th>Marks Secured</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>8:30 am – 10:30 am</td>
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<tr>
<td>I. True or False Questions</td>
<td>(6 x 1 mark)</td>
<td>6</td>
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<tr>
<td>II. Multiple Choice Questions</td>
<td>(6 x 1 mark)</td>
<td>6</td>
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<tr>
<td>III. Identification</td>
<td>(4 x 1 mark)</td>
<td>4</td>
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<tr>
<td>IV. Match the following</td>
<td>(4 x 1 mark)</td>
<td>4</td>
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<tr>
<td>V. Short answer Questions</td>
<td>(6 x 3 marks)</td>
<td>18</td>
<td></td>
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<tr>
<td>VI. Analytical and Essay Questions</td>
<td>(2 x 6 marks)</td>
<td>12</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>50</strong></td>
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I  TRUE OR FALSE  

(6 x 1 mark = 6 marks) 

Tick [✓] the word TRUE if the statement is correct and FALSE if the statement is wrong.

1. Breaking bulk is one of the activities of a retailer.  

[ ] TRUE  [ ] FALSE

2. Market penetration is a growth opportunity directed towards existing customers using present retailing format.  

[ ] TRUE  [ ] FALSE

3. In the wheel of retailing, price sensitive customers shop with retailers in the high-end strategy.  

[ ] TRUE  [ ] FALSE

4. In vertical price fixing, the manufacturer or wholesaler controls the retail price.  

[ ] TRUE  [ ] FALSE

5. In a race track layout, the cash counters are located at the entrance.  

[ ] TRUE  [ ] FALSE

6. The extra inventory that protect against out-of-stock conditions is the re-order level.  

[ ] TRUE  [ ] FALSE

II  MULTIPLE CHOICE QUESTIONS  

(6 x 1 mark = 6 marks) 

Choose the correct answer from the choices given after each statement. 
Tick [✓] the letter box at the right side of the chosen answer.

1. The breadth of merchandise a retailer offers is known as _____________.

   A. Variety  
   B. Assortment  
   C. Stock Keeping Unit  
   D. None of the above  

[ ] A  [ ] B  [ ] C  [ ] D

2. ____________ are marketplace openings that exist because other retailers have not yet capitalized.

   A. Strengths  
   B. Weaknesses  
   C. Opportunities  
   D. Threats  

[ ] A  [ ] B  [ ] C  [ ] D
3. ___________ are merchandise displays located at the check-out counter.
   A. Coupons
   B. Pop-up stores
   C. Premiums
   D. Point of purchase

4. The type of consumers who are interested in prestige brands and strong customer service is called _____________.
   A. Economic consumers
   B. Status oriented consumers
   C. Assortment oriented consumers
   D. Personalizing consumers

5. The type of layout which is best used for high-end specialty stores is _____________.
   A. Straight floor layout
   B. Diagonal layout
   C. Angular layout
   D. Geometric layout

6. EOQ stands for _______________________.
   A. Equilibrium order quantity
   B. Equilibrium optimum quantity
   C. Economic order quantity
   D. None of the above
III. IDENTIFICATION (Identify the word that describe each statement below) (4 x 1 mark = 4 marks)

1. Dummies or dolls used by retailers to display the merchandise are called

   ____________________________

2. Branded products bought in foreign markets or goods transshipped by other retailers is

   ____________________________

3. The period from the date an order is placed by a retailer to the date merchandise is ready for sale.

   ____________________________

4. Assessing the strategy and tactics against the business mission, objectives and target market is called

   ____________________________

IV. MATCH THE FOLLOWING.

Write the letter of correct choice in the box below (4 x 1 mark = 4 marks)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Description</th>
<th>Letter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Selling complementary goods from other departments</td>
<td>A</td>
<td>Ordering costs</td>
</tr>
<tr>
<td>2</td>
<td>Labour, handling goods and cost of transportation</td>
<td>B</td>
<td>Cross selling</td>
</tr>
<tr>
<td>3</td>
<td>Convincing customers to buy extra goods or expensive merchandise</td>
<td>C</td>
<td>Close outs</td>
</tr>
<tr>
<td>4</td>
<td>Costs of warehousing, insurance, taxes and depreciation</td>
<td>D</td>
<td>Upselling</td>
</tr>
<tr>
<td></td>
<td></td>
<td>E</td>
<td>Assortment</td>
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<td></td>
<td></td>
<td>F</td>
<td>Holding costs</td>
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<tr>
<td></td>
<td></td>
<td>G</td>
<td>Irregulars</td>
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<thead>
<tr>
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V SHORT ANSWERS

(6 x 3 marks = 18 marks)

1. Explain any three principles of retailing?

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2. Explain any three controllable variables that affect the overall strategy of a retailer. (3 x 1 = 3 marks)

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3. What is a planogram? Mention any **four** importance of planogram.  

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4. Explain the concepts “Bait and switch advertising” and “selling against the brand” in retailing (3 marks)  

<table>
<thead>
<tr>
<th>Bait and switch advertising</th>
<th>Selling against the brand</th>
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5. Explain any three types of signage. (3 x 1 = 3 marks)

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6. Explain any three forms of online marketing to communicate with the retail consumers (3 marks)

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VI. ANALYTICAL AND ESSAY QUESTIONS

(2 x 6 = 12 marks)

1. Explain any six (6) ‘feature areas’ within a store that are designed to get customer’s attention.

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________

________________________________________________________________________________
2. Choose a suitable retail business you want to start in Oman and answer the following: (6 marks)
   A) Mention the business and the location. What is the most important factor for selecting the location?
   B) Mention any two uncontrollable variables that affect your business.
   C) Explain the situational analysis of your business plan.
   D) Identify a suitable growth strategy for your retail business. Justify.
   E) Select your promotion mix for the retail business.
   F) Draw a planogram for the merchandise.