



**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 4th Semester Examination, 2021

**DSC4.2-RETAIL MANAGEMENT**  
**RETAIL BUSINESS MANAGEMENT**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**Answer any two of the following assignments** 30×2 = 60

1. (a) Define Retail Management. Describe the different types of retailers. Discuss the factors responsible for the growth of retail industry in India. 4+6+10  
(b) Discuss the evolution of retail industry in India. 10
  
2. (a) What do you understand by retail strategy? What are the different strategies you will follow to set up a retail organisation? 8+12  
(b) Highlight the contribution of FDI in retail business in India. 10
  
3. (a) Define CRM in retailing. Explain the impact of globalisation on retailing. Highlight the ethics and social responsibility in retailing. 6+8+6  
(b) Write short notes on: 5+5
  - (i) Accordion theory of Retailing
  - (ii) Melting Pot Theory.

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