Diploma in Retail Management
Sample Question Paper

Instructions:

Total Marks: 100   **Time: 3 Hrs**
Pass Marks: 40

Section A: 1. Contains total 30 Multiple Choice Questions (MCQ)
                        2. All Questions are mandatory
                        3. Each question carries 2 marks
                        4. No Negative Marks

Section B: 1. Contains total 02 Essay type Questions
                        2. All Questions are mandatory
                        3. Each question carries 20 marks

Note: 1. Only One Question will be displayed on screen at a time
            2. Student will move to the next Question only after attempting the current
            3. Student can't go back and change the answer attempted previously.

Section A
Attempt all Questions

Total Questions= 30   **Total Marks: 30 X 2 = 60 Marks**

1. The three major types of forecasts used by business organizations are
   a. strategic, tactical, and operational
   b. economic, technological, and demand
   c. exponential smoothing, Delphi, and regression
   d. causal, time-series, and seasonal
   e. departmental, organizational, and territorial

2. Which of the following is **not** a step in the forecasting process?
   a. determine the use of the forecast

b. eliminate any assumptions
c. determine the time horizon
d. select a forecasting model(s)
e. validate and implement the results

3. The two general approaches to forecasting are
   a. qualitative and quantitative
   b. mathematical and statistical
   c. judgmental and qualitative
   d. historical and associative
   e. judgmental and associative

4. Which of the following uses three types of participants: decision makers, staff personnel, and respondents?
   a. executive opinions
   b. sales force composites
   c. the Delphi method
   d. consumer surveys
   e. time series analysis

5. Which of the following is **not** a type of qualitative forecasting?
   a. executive opinions
   b. sales force composites
   c. consumer surveys
   d. the Delphi method
   e. moving average

Section B
Attempt all Questions

Total Questions= 02   **Total Marks: 2 X 20 = 40 Marks**

6. "Retailing is a pillar of Indian Economy". Explain with the help of suitable examples.

7. Define Retailing. Give a brief introduction on Indian retailer.