

**M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS
: SUMMER - 2019**

**SUBJECT: ELECTIVE : INTRODUCTION TO RETAILING
(RETAIL MANAGEMENT)**

Day: Monday
Date: 20/05/2019

S-2019-2211

Time: 02.00 PM TO 05.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What do you mean by retailing? Explain the nature and scope of retailing.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Elaborate on changing structure of retail in India.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What is the importance of the function of merchandising in retail organization?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Discuss various business models in retail with suitable examples.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Warehouse clubs
- b) Retail as a career
- c) FDI in retailing

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

- a) What are the factors which influence customers to view movies in multiplexes vis-à-vis single screen theatres?

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Compare and Contrast D'mart (an Indian retail outlet) with Walmart (An American retail outlet).

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the role of buyer and merchandiser. How has this role evolved over the past ten years?
