

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE- I :F) FUNDAMENTALS OF RETAIL**  
**(RETAIL MANAGEMENT)**

Day : Monday  
Date : 13/05/2019

S-2019-5215

Time . 02.00 PM TO 05.00 PM  
Max Marks : 70

**N.B:**

- 1) Attempt any **FOUR** questions out of six questions from Section- I and any **TWO** questions out of three from Section-II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Explain the various steps involved in the selection of site for a retail outlet. **(10)**
- Q.2** Discuss various types of retail store layout. **(10)**
- Q.3** Explain various types of retail formats. **(10)**
- Q.4** Discuss the elements of retail Image mix. **(10)**
- Q.5** Write notes on Any **TWO** of the following: **(10)**
- a) Importance of retailer
  - b) Careers in retail
  - c) Functional areas in retail
  - d) Factors affecting stores layout

**SECTION-II**

- Q.6** As a student of the retail management, you are expected to highlight the growth of the non-store retailing sector in India. **(15)**
- Q.7** Design a strategy for selecting the location of retail stores. Highlight various factors that you will consider. **(15)**
- Q.8** As an expert of the retail industry, you are expected to discuss advantages and disadvantages of franchising, especially when MNC is about to step into India. **(15)**

\* \* \* \* \*