

(Gen)  
**M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS :**  
**SUMMER - 2018**  
**SUBJECT : RETAIL MANAGEMENT : 1) INTRODUCTION TO RETAILING**

Day : **Saturday**  
Date : **26/05/2018**

**S-2018-1835**

Time : **10.00 AM TO 01.00 PM**  
Max. Marks : 60

**N.B.**

- 1) Answer Any **THREE** Questions from Section-I and answer any **TWO** questions from Section - II
- 2) Figures to the right indicate **FULL** marks
- 3) Answer to both the sections should be written in **SEPERATE** answer books.

**SECTION -I**

- Q.1** Define the term Retailing. Elaborate it's growing importance. **(10)**
- Q.2** Design a Retail Strategy for newly opening super Market in sub-urban areas of a Metro City. **(10)**
- Q.3** Classify the Retail Units. And compare Departmental Store with multiple shop system. **(10)**
- Q.4** Compare & contrast Traditional and Modern Retail Formats in India. **(10)**
- Q.5** Write Short Notes (Any **TWO**): **(10)**
- a) Retail As a Career .
  - b) Retail Organization.
  - c) Discount Store.

**SECTION II**

- Q.6** Point out the changing patterns in Retail Trade all over the world. **(15)**
- Q.7** What are the pre requisite of Retail Trade? **(15)**
- Q.8** Discuss the functions and services of Retailer in the Marketing and Distribution. **(15)**

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