

(Gen)  
M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS :  
SUMMER - 2018  
SUBJECT :RETAIL MANAGEMENT& FRANCHISING

Day : Monday  
Date : 28/05/2018

S-2018-1836

Time 10.00 AM TO 01.00 PM  
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section -I and any TWO questions from Section- II
- 2) Figures to the right indicate **FULL** Marks
- 3) Separate Answer Books to be used for Section - I and Section - II

**SECTION I**

- Q.1** What alternate Retail structures are available in India? Explain with suitable examples. (10)
- Q.2** What is Retail strategic Planning Process? Critically evaluate all the stages from its' point significance. (10)
- Q.3** What are the types of Franchisee? Critically evaluate in Indian Context (10)
- Q.4** What elements must be considered for leasing of a Retail Outlet? (10)
- Q.5** Write short Notes on any **TWO**: (10)
- a) Visual Merchandising.
  - b) Store Image.
  - c) Types of Retail Layouts.

**SECTION - II**

- Q.6** Develop the CRM plan for any Retail Organization keeping in mind their target market and Retail format. (15)
- Q.7** What are the DO'S and DON'T for Ethic in Retailing . Prepare a Policy Statement for a Retail Organization. (15)
- Q.8** How is Internal and External store managed by a successful Retail Organization? Justify your answer with live examples . (15)

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