

**S.D.E.**

**M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018**  
**SUBJECT: ELECTIVE- I :F) FUNDAMENTALS OF RETAIL**  
**(RETAIL MANAGEMENT)**

Day : **Tuesday**  
Date : **29/05/2018**

**S-2018-4578**

Time : **02.00 P.M. TO 05.00 P.M.**  
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 **SEPARATE** answer book.

**SECTION-I**

- Q.1** How does the Indian scenario of retailing compare with the Global scenario. (10)
- Q.2** Discuss the merits and demerits of different retail formats, currently in operation in India. (10)
- Q.3** Comment upon the various types of stores layout. How do they impact the buyers? (10)
- Q.4** How can a retail business firm differentiate its self from its rivals? How can this be sustained? (10)
- Q.5** Write short notes Any **TWO** of the following: (10)
- a) Store façade
  - b) Careers in retailing
  - c) Franchising
  - d) Non –store retailing

**SECTION-II**

- Q.6** Help the management of a proposed retails store to choose a suitable location. This will be a sports goods retail store. Options available are: (15)
- i) Central part of the city, crowded but prosperous.
  - ii) An area in the city having a cluster of educational institutes and colleges.
  - iii) Extension of the city where 2 stadium and 5 sports club are located.
- Explain your choice
- Q.7** With the advent of Amazon, flipkart etc there is a great churn in the market. Explain with suitable example your views whether e-tailing will be better than conventional retailing. (15)
- Q.8** As a student of the retail management, you are expected to highlight the growth of the non-store retailing sector in India. (15)

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