

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018
SUBJECT : ELECTIVE – I: FUNDAMENTALS OF RETAIL
(Retail Management)

Day : Tuesday
Date : 04/12/2018

W-2018-4754

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

N.B.:

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

- Q.1** With suitable examples, discuss different types of Retailing in India. [10]
- Q.2** What is Franchising form in retailing? Mention advantages and disadvantages of franchising form of retailing. [10]
- Q.3** Is location of a Retail outlet an important factor? Elaborate steps in selecting a retail site. [10]
- Q.4** Why are store designs and retailing image mix, important aspects for a retail outlet? Discuss with examples. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Types of layout in Retail
 - b) Importance of Retailing
 - c) Indian Scenario of Retailing

SECTION – II

- Q.6** A consumer electronics and durable goods dealer selling products of various companies has a few retail outlets in a city. He seeks your advice due to current stiff competition from many similar outlets dealing with electronics and durable products. Suggest suitable differentiation strategies to the dealer. [15]
- Q.7** A fast food retail outlet operating as a single store has achieved high sales and intends to expand. What expansion strategy would you advice? Make assumptions. [15]
- Q.8** You have been invited to talk on “Careers in Retailing” to undergraduate students of a renowned commerce college. What will be the contents of your talk? What different career options in retail would you recommend? [15]

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