

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017
SUBJECT: ELECTIVE- I :F) FUNDAMENTALS OF RETAIL
(RETAIL MANAGEMENT)

Day : **Tuesday**
Date : **19/12/2017**

W-2017-4387

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.
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SECTION-I

- Q.1** Discuss in detail the various types of retailing with examples. **(10)**
- Q.2** 'A good store layout is a delight for the customer'. Discuss with reference to factors affecting retailing. **(10)**
- Q.3** Explain what is franchising and advantage and disadvantage of franchising. **(10)**
- Q.4** Differentiate between retailing in Indian and Global scenario. **(10)**
- Q.5** Write short notes on any two: **(10)**
- a) Site Location
 - b) Growth of non-store retailing sector
 - c) Functional areas in retailing
 - d) Concept of retailing

SECTION-II

- Q.6** As an expert of retail sector, you are required to highlight various career options in the Retail sector. **(15)**
- Q.7** You have been appointed as a retail manager of a chain of retail outlets that a 'MNC' is about to set up in India. How will you go about selecting the sites for the retail outlets? Which factors will govern your choice? **(15)**
- Q.8** Pricing plays an impotent role in retail industry. Highlight various pricing strategies available to a retail decision maker **(15)**