

S.D.E.

M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT: Elective I: f) FUNDAMENTALS OF RETAIL
(RETAIL MANAGEMENT)

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

Time: **02.00 P.M. TO 05.00 P.M.**
Max. Marks: 70

W-2017-4277

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Both sections should be written in the **SEPARATE** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION-I

- Q.1** Discuss factors that affect the decision for location of a store. [10]
- Q.2** 'Over the last few year's ecommerce sites like Flipkart, Amazon, Myntra have grown by leap and bounds, thus establishing non store retailing format'. Discuss what factors have contributed to the growth. [10]
- Q.3** Explain various factors affecting the store layout. [10]
- Q.4** Explain what is retailing and the importance of retailing. [10]
- Q.5** Write short notes on any **TWO** of the following: [10]
- a) Indian vs Global scenario in Retailing
 - b) Strove facade
 - c) Expansion strategies

SECTION-II

- Q.6** Your client an MNC entering Indian for the first time. You are asked to advise him on setting up his business and advise him of appointing franchise to carry out his fast food business. Justify your decision to appoint a franchise. [15]
- Q.7** As an expert of the Retail industry you expected to highlight options of career's in retailing. [15]
- Q.8** You are the retail manage of a company and you are asked to decide on the pricing policy of the company. Explore various pricing strategies available to you. [15]