

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - III : WINTER :- 2021
SUBJECT: INTRODUCTION TO RETAILING

Day : Tuesday
Date 15-03-2022

W-22004-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections should be written in SAME answer book.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What is retail management? Explain the nature and scope.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What do you understand by the classification of retail units? Outline the importance of classifying the retail units.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What are the importance of the functions of merchandising in retail organization?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

Elaborate on the various legal factors that a retailer has to bear in mind before setting up a retail store in India.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) FDI in Retailing
- b) Retailer Cooperative
- c) Corporate chains
- d) Retail life cycle
- e) Rural Retailing
- f) Traditional and modern retail formats

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Examine the strategies adopted by two national retailers – Westside and Shopper's Stop. What are their strengths and weaknesses? What are the threats that could be faced by these retailers five years down the line?

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

How Retail structure in India is undergoing with rapid change? Critically comment.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Green retailing is the need of tomorrow. Explain how retailing will be different ten years down the line from today in India.
