

CDOE

**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS-2019 COURSE)**  
**M.B.A. (H.R.) SEM - III : WINTER :- 2021**  
**SUBJECT: RETAIL MANAGEMENT & FRANCHISING**

**Day : Wednesday**  
**Date 16-03-2022**

**W-22126-2021**

**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 to be written in SEPARATE answer books
- 4) Draw a labeled diagram WHEREVER necessary

**SECTION - I**

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

Discuss the changes taking place in retail sector in India in recent years and explain any two challenges faced by Organized Retail in India.

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

Is Retail Strategic Planning only applies to the modern business? Comment.

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

Give examples for successful franchise business in India & globally.

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

Explain the location strategy of any Retail Organization of your choice.

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

- a) Objectives in strategic Retail Planning.
- b) What are the legal restrictions in franchising?
- c) Essentials of Successful Retailing
- d) What is internal store?

**SECTION - II**

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

“It is important for the company to be socially responsible” Comment.

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

When would business format franchising be better? Critically comment.

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

Discuss the various factors that retailers should consider while planning their visual merchandise and atmospherics

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