

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A. Sem-III : WINTER :- 2021
SUBJECT: INTRODUCTION TO RETAILING

Day : Tuesday
Date 15-03-2022

W-22947-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 50

N.B.

- 1) Attempt any **THREE** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks

SECTION- I

- Q.1** Discuss growing importance of retailing? (10)
- Q.2** Write a detailed note on Retail organisation (10)
- Q.3** Discuss various retail formats with suitable examples (10)
- Q.4** Explain the concept of "Merchandising Mix" Describe the merchandise planning process. (10)
- Q.5** Write Short Notes on: (ANY TWO) (10)
1. FDI in Retailing
 2. Retailing in rural India
 3. Concept of Retail Life Cycle

SECTION- II

- Q.6** Has India reached the growth stage in retail? What is the strategy that needs to be adopted by the retailers, to ensure that they succeed? (10)
- Q.7** Discuss the impact of high real estate costs and the general unavailability of large sites in metropolitan areas on the retail industry in India. (10)
- Q.8** How does a function of merchandising differ for a life style retailer from that of a food and grocery retailer? (10)

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