

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020 COURSE)**  
**M.B.A. (H.R.) Sem-III : WINTER :- 2021**  
**SUBJECT: RETAIL MANAGEMENT & FRANCHISING**

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

**W-23018-2021**

**Time : 10:00 AM-12:00 PM**  
**Max. Marks: 50**

**N.B.:**

- 1) Attempt **ANY THREE** questions from Section-I **ANY TWO** questions from Section-II.
- 2) All questions carries **EQUAL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION-I**

- Q.1** What is meant by catchment area analysis? Discuss its benefits for a retail organization. (10)
- Q.2** Write an illustrative note on visual merchandising in the context of a retail store. (10)
- Q.3** What are the different types of formats/ structure used for classifying retail stores? Explain in brief by giving suitable examples. (10)
- Q.4** What is meant by social responsibility? Explain it in the context of retail sector. (10)
- Q.5** Write short note on **ANY TWO** of the following: (10)
- a) Elements of an ideal franchise programme
  - b) Leasing of a retail outlet
  - c) Retailing and channels of distribution
  - d) Types of retail development

**SECTION-II**

- Q.6** What is meant by customer relationship management (CRM)? Design CRM strategies for a retail store who is experiencing decrease in its market share. State your assumptions clearly if any. (10)
- Q.7** As in-charge of retail operations at a renowned retail store, you have noticed a downward trend in its sales volume, market share in the last quarter. Keeping this in mind, you are required to prepare a strategic plan to arrest this downward trend. (10)
- Q.8** Design an ethical policy for a retail store operating in your city. (10)

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