

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

**Day : Tuesday**  
**Date 15-03-2022**

**W-23819-2021**

**Time : 10:00 AM-12:00 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**

- |            |   |             |
|------------|---|-------------|
| <b>Q.1</b> | Discuss growing importance of retailing?  | <b>(10)</b> |
| <b>Q.2</b> | Write a detailed note on Retail organisation  | <b>(10)</b> |
| <b>Q.3</b> | Discuss various retail formats with suitable examples   | <b>(10)</b> |
| <b>Q.4</b> | Explain the concept of “Merchandising Mix” Describe the merchandise planning process.   | <b>(10)</b> |
| <b>Q.5</b> | Write Short Notes on: <b>(ANY TWO)</b>  | <b>(10)</b> |
|            | <ol style="list-style-type: none"><li>1. FDI in Retailing</li><li>2. Retailing in rural India</li><li>3. Concept of Retail Life Cycle</li></ol> |             |

**SECTION- II**

- |            |   |             |
|------------|---|-------------|
| <b>Q.6</b> | 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?        | <b>(10)</b> |
| <b>Q.7</b> | Discuss the impact of high real estate costs and the general unavailability of large sites in metropolitan areas on the retail industry in India. | <b>(10)</b> |
| <b>Q.8</b> | How does a function of merchandising differ for a life style retailer from that of a food and grocery retailer?                                   | <b>(10)</b> |

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