

CDOE
MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2020 COURSE)
M.B.A. (E) SEM - III : WINTER :- 2021
SUBJECT: RETAIL MANAGEMENT & FRANCHISING

Day : Wednesday
Date 16-03-2022

W-23820-2021

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.
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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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