

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : RETAIL MANAGEMENT & FRANCHISING

Day : Wednesday

Time : 02:00 PM-04:00 PM

Date : 4/1/2023

W-22807-2022

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** Write an illustrative note on customer relationship management in a retail store. **(10)**
- Q.2** What are the different types of franchising? Discuss. **(10)**
- Q.3** Explain how the site and location of a retail outlet is identified. **(10)**
- Q.4** Discuss the types of retail store layout. **(10)**
- Q.5** Write short note on **ANY TWO** of the following: **(10)**
- a) Non store retailing
 - b) Ethics in retailing
 - c) Catchment area analysis
 - d) Trends in franchising

SECTION-II

- Q.6** Your company runs a multiband retail outlets across the country. As in-charge of retail operations, you have noticed that sales are showing a downward trend over the past few months even though a festive season was there. Keeping this trend in mind, you are required to prepare a retail strategic plan to arrest this declining trend. **(10)**
- Q.7** Critically comment on the visual merchandising and atmospherics of a renowned retail outlet that operates in your city. **(10)**
- Q.8** The retail stores are offering discounts and schemes to attract customers at their stores. The same is aggressively communicated to the customers through advertising, point of sales material, display etc. But, when the customers visit the store for availing the discount or scheme they realize that there are lot terms and conditions to avail the same. The customers buy the required products they have spent their time, energy and money to reach there. Considering this situation, you are required to discuss the ethical issues in retail sector. **(10)**

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