

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)

M.B.A Sem-III : WINTER- 2022

SUBJECT : INTRODUCTION TO RETAILING

Day : Tuesday

Time : 02:00 PM-04:00 PM

Date : 3/1/2023

W-22806-2022

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 organization. (10)
- Q.3** Discuss various retail formats with suitable example. (10)
- Q.4** Explain the concept of "Merchandising Mix" Describe the merchandise planning process. (10)
- Q.5** Write Short Notes on (ANY TWO) (10)
- a) FDI in Retailing
  - b) Retailing in rural India
  - c) 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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