

(Please write your Exam Roll No.)

Exam Roll No. 01280303916

END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH MBA(DD)] MAY- 2018

Paper Code: MS 212
BMS 512

Subject: Retail Management

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions including Q. No. 1 which is compulsory.
All questions carry equal marks.

- Q1. Attempt **any five** of the following:
- Give three examples from the Indian context in recent years which highlight the importance of environmental analysis for retailers.
 - Briefly indicate any three types of information that a trade area analysis will provide to a retailer.
 - Identify any three possible reasons causing Gap 3 for a retail outlet.
 - What are the drawbacks for a retailer in stocking only private label brands?
 - What is meant by merchandise assortment and merchandise depth? Give an example.
 - Explain why markups are usually computed as a percentage of retail price rather than cost.
- Q2. Discuss the differing viewpoints regarding foreign direct investments in retail in India. Also, explain the current policy regarding foreign direct investment in retail in India.
- Q3. Identify any three retail formats and explain how they compete against one another by adapting their retail mix to offer different benefits to consumers.
- Q4. Describe the components of the Strategic Profit Model and explain how it can help retailers in identifying strategies for improving financial performance.
- Q5. Devise a Customer Relationship Management programme for a national chain of stores dealing in apparel.
- Q6. Provide an overview of the major steps involved in the merchandise management process. Use the example of either staple or fashion merchandise to illustration.
- Q7. a) Compare the advantages and disadvantages of High/Low Pricing Versus everyday Low Pricing.
b) Discuss the steps that the management of a Departmental Store can take to reduce inventory shrinkage.
- Q8. Write short notes on **any two**:
- Grid versus Racetrack layouts
 - Responsibilities of a Store Manager
 - Retail Communication Objectives
