

(Please write your Exam Roll No.)

Exam Roll No. 01015903917

END TERM EXAMINATION

FOURTH SEMESTER [MBA] APRIL-MAY 2019

Paper Code: MS-212

Subject: Retail Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Question No 1 which is compulsory.

- Q1 Answer the following: (15)
- (a) Give three reasons for the growth of organized retail in India in recent years.
 - (b) Explain the Retail Life Cycle Theory
 - (c) How can a retail store improve its asset turnover?
 - (d) What are the advantages of Category management
 - (e) Explain the importance of proper planning of the Retail Store Exteriors.
- Q2 Describe the classification of store-based retail formats according to (a) Ownership (b) Merchandise Mix. Give at least one example of each of the categories of retail formats which emerge from the above classification. (15)
- Q3 What is the purpose of developing a formal retail strategy? Discuss how a strategic plan can be used by a retail store. (15)
- Q4 Explain in detail the various steps involved in location planning which should be followed by a chain of furniture stores while selecting the right location for its new store? (15)
- Q5 Highlight the importance of merchandise planning and provide an overview of the typical steps involved in merchandise planning by a fashion retailer. (15)
- Q6 (a) Explain the markup pricing technique employed in retail with the help of an example and explain why markups are usually calculated on the basis of selling price. (7.5)
- (b) Examine the benefits and drawbacks of the use of sales promotion tools by retailers. (7.5)
- Q7 (a) Suggest basic store layout design which you consider would be appropriate for a grocery store. What would be its benefits and limitations? (7.5)
- (b) "The quality of store maintenance efforts affects consumer perceptions of the retail store, the life span of the store's facilities and its operating expenses." Elaborate. (7.5)
- Q8 Write short notes on the following: (15)
- (a) Point-of-Purchase Displays
 - (b) Online retailing
 - (c) Private Label Brands

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