

BM-25

M.B.A. (IVth Sem.) (F.T.) Examination-2016

RETAIL CONCEPTS & PRACTICES

Paper - RTLM-1 H

Time Allowed : Three Hours

Maximum Marks : 80

Note : Attempt both sections.

Section-A

Note : Attempt any four out of eight questions. Each question carries 8 marks.

- Q.I Explain the concept of retailing. Discuss functions of retailer in detail.
- Q.II Explain any two types of retail stores in Indian retail context.
- Q.III What are the different factors which affects retail development in India ?

(2)

- Q.IV Explain the evaluation of retail in India.
- Q.V Explain how future of retailing affects Indian economic growth.
- Q.VI Explain a brief note on HR Management in retail.
- Q.VII Explain space management in retail.
- Q.VIII Write a note on retail chain as retail structure.

Section-B

Note : Attempt any three out of five questions. Each question carries 16 marks.

- Q.IX Discuss planning and forecasting in retailing for Indian context.
- Q.X Explain challenges and changes impacting retail development in India.
- Q.XI Explain any two retail models/ theory of retail development in India.

(3)

- Q.XII Write a brief note on organisation design and structure in retail.
- Q.XIII Write a short note on any two of the following—
- (a) Retail layout and design
 - (b) Recent trends in HRM in retail
 - (c) Retailing is a career