

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DP-323

M.B.A. IIIrd Semester (FT)

Examination, 2018

Retail Concepts and Practices

Paper - FSR-1

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt all the questions.

SECTION - 'A'

4×8=32

Short Answer Type Questions

Note :- Attempt any **four** out of Eight questions. All questions carries equal marks.

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(1)

P.T.O.

1. Explain the meaning of retail and describe the function in detail.
2. What is the significance and importance of Private labels in Retail Stores/Malls.
3. Explain the factors influencing the retail shoppers in India.
4. Explain the consumer's decision making process, while selecting a product in retail store.
5. Explain the different steps of retail strategy while opening a retail store in India.
6. What are the different human resources function in retail.
7. Explain the importance of the function of merchandising in a retail organisation.
8. Discuss the role of atmospherics in store design.

SECTION - 'B'

16×3=48

Long Answer Type Questions

Note :- Attempt any **three** out of five questions. All questions carries equal marks.

9. Explain any two methods of evaluating a "trade area".

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(2)

10. Explain a legal issues in "Franchising in India".
11. What are the different key components of retail operations.
12. Explain the concept of life style merchandising. It this concept applicable in India.
13. Discuss the layout that would be suitable for a supermarket and a department store.



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