

**DB-506**

**M. B. A. (F. T.) (Fourth Semester)  
EXAMINATION, 2012**

**RETAIL CONCEPT AND PRACTICES**

(FELRTLTM-01)

*Time : Three Hours*

*Maximum Marks : 80*

**Section – A**

8 each

**(Short Answer Type Questions)**

**Note :** Attempt any *four* questions.

1. What do you understand with the term 'Space Management' ? Explain.
2. What is the role of Store Manager in retailing ?
3. What are the latest gadgets used in modern retailing ?
4. What do you understand with the term 'Store Layout' ? Why is it an important aspect ?
5. Mention various types of retail stores. Explain any *two*.
6. Briefly describe nature and scope of retailing.
7. Enlist the retail activities undertaken by retailers.
8. What do you understand with the term 'Store Brands' ? Explain in brief.

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P. T. O.

**Section – B**  
**(Long Answer Type Questions)**

16 each

**Note :** Attempt any *three* questions.

1. What is the current retailing environment in India ? Give examples to support your answer.
2. Design organisation structure of an upcoming retail chain willing to open its stores in all the metro cities of India.
3. To start a Fashion Retail Store in major towns of India, what are the location factors you would like to consider and why ? Justify your answer with the help of any example.
4. What are the key retail models and theories of retail development ? Explain with the help of examples.
5. What are the factors considered while planning and forecasting in retailing ?

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