

UA-471

M.B.A. IV Semester (FT) Examination-2011

RETAIL STRATEGIES AND OPERATIONS

Paper - FELRTL3-3

Time Allowed : Three Hours

Maximum Marks : 80

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Section - A :

Short Answers Type Questions.

Note . Attempt any four questions. Each question carry eight (8) marks. (4x8=32)

Q.I. How retail branding is managed?

Q.II. Discuss financial strategies for retailing?

Q.III. Why marketing research is important for Retail Business?

Q.IV. Explain the concept of "Mark-up" Pricing?

Q.V. Which factors must be considered in an ideal retail store location?

Q.VI. Explain the concept of "Retail Audit"

Q.VII. Discuss the "Retail Stores Setting up" objectives? Q.VIII.

Write a note on Stores Layout?

Section - B :

Essay Type Questions.

Attempt any Three questions. Each question carries 16 (Sixteen) marks. (3x16=48)

Q.IX. Write a Detailed Note on "Mall Management : Issues"? Q.X.

Explain any two major retail marketing strategies?

Q.XI. Write a comprehensive note on Trade Area Analysis, before and after setting up a Retail Store?

Q.XII. Write an essay on "Retail Management Information System"?

Q.XIII. Why performance Evaluation measures are necessary in "Retail Management Operations"?

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