

DB-508

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

RETAIL STRATEGIES AND OPERATIONS

(FELRTLM – 03)

Time : Three Hours

Maximum Marks : 80

Section – A 8 each

Note : Attempt any *four* questions. Each question carries equal marks.

1. How can store operations play a role in promoting store loyalty ?
2. Write short notes on any *two* of the following :
 - (a) Store security
 - (b) Brand equity
 - (c) Retail value chain
3. Explain the concept of retail strategy.
4. Write about the marketing research process and its advantages.
5. What are the factors affecting the use of technology in retail management ?

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P. T. O.

6. What are the financial aspects of retail ? Explain with suitable examples.
7. What do you understand by the term retail image ? Does a good retail image necessarily mean a strong brand value ?
8. What are the retail location theories ? Explain any *one* of these.

Section – B 16 each

Note : Attempt any *three* questions. Each question carries equal marks.

9. How important is the support of appropriate I. T. systems to the success of the retail store operations ?
10. Explain the term market penetration and market development. Give examples of Indian retailers who have accepted these strategies ?
11. Write an essay on "Market Research for Retail Management".
12. Identify some of the innovations in the use of I. T. that the retail management has pioneered ?
13. What are various financial dimensions of retail ? Also explain the financial trends in retailing.

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