

M. B. A (FT) -IV Semester Examination, 2015**Subject: Retail Strategies & Operations****Paper: FELRTLTM-03**

Time 3 Hours

Maximum Marks -80

onlineBU.com**Section- A****(04x8=32)**

Note- Attempt any four questions . from this section . All questions carry equal marks.

- Q.1. What objectives you would like to set for retail management ?
- Q.2. What is a retail brand ? Explain with examples .
- Q.3. What factors are considered for selecting a location for establishing a retail store ?
- Q.4. Describe briefly 'Retail store operations'.
- Q.5. After establishing a retail store what research can help to boost up the sales ?
- Q.6. In what way information technology is useful for retail management ?
- Q.7. What is 'retail audit'. Why is it needed ?
- Q.8. Discuss the measures of performance evaluation of a retail outlet .

Section- B**(3x16=48)**

Note: Answer 3 questions from this section. All carry equal marks.

- Q.9. Throw some Light on financial strategies for running a retail business successfully.
- Q.10. Which marketing strategies in your opinion, are the best for retailing .
- Q.11. What do you understand by mall management. Describe all functions.
- Q.12. What market research you recommend before setting up a retail store and why ?
- Q.13. What inventory systems are generally used in mall management ? Elaborate . "

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