

**BM-27**

**M.B.A. (IVth Sem.) (F.T.) Examination-2016**

**RETAIL STRATEGIES & OPERATIONS**

Paper - FELRTL3

*Time Allowed : Three Hours*

*Maximum Marks : 80*

**Note :** Attempt both sections.

**Section-A**

**Note :** Attempt any four out of eight questions. Each question carries 8 marks.

- Q.I Discuss the concept of "Retail stores selling up" along with its objectives.
- Q.II Explain the concept of "Shopping Malls". What are the parameters which affects the success of malls?
- Q.III Write about the "Marketing Research" process in retail. Why marketing research is important for retail business.

- Q.IV What are the financial strategies for retailing? Write a method to place a value on merchandise inventory valuation based on merchandise cost.
- Q.V Explain any two major retail marketing strategies.
- Q.VI What do you mean by "Retail Image"? Does a good retail image necessarily mean a strong brand value.
- Q.VII Write a comprehensive note on "Trade Area Analysis", before and after setting up a retail store.
- Q.VIII Define "Organized Retail"? What is the contribution of organized retailing towards the Indian Economic Scenario.

**Section-B**

**Note:** Attempt any three out of five questions. Each question carries 16 marks.

- Q.IX Define "Retail Management Information System". How important is the support of appropriate information technology systems to the success of the retail stores operations.
- Q.X Explain the terms "Market Penetration" and "Market Development." Give examples of Indian retailers who have accepted these strategies.

- Q.XI Discuss the term "Setting objectives for retailers performance". Also explain the factors influencing setting objectives for performance by retailers.
- Q.XII Discuss between horizontal and vertical retail audit. Develop a vertical audit form for a watch retail store.
- Q.XIII Write short note on any four of the following —
- (a) E-Commerce in retail management
  - (b) Benefits of data base marketing
  - (c) Outsourcing
  - (d) Crisis management
  - (e) Customer transaction
  - (f) Merchandise management "