

DSC-146

M.B.A. (FT) IVth Semester (New/Ex.) Examination, 2020

Management of Retail Operations

Paper - FSR-3

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. Write a detailed note on retail management and strategies.
2. How market research is helpful in retail business ? Give example.
3. Explain Mall management.
4. Define retail MIS with it's application.
5. Elaborate the financial aspects of retail management.