

DU-388

M.B.A. (F.T.) IVth Semester (CBCS) Examination, 2021

Retail Concepts & Practices

Paper - 407

[Maximum Marks : 60

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. Explain the concept of Retailing.
2. Comment briefly on the Indian Retail Environment.
3. What are the common Retail Formats ?
4. What is the typical organization design in retail ?
5. Write about the effectiveness of a good layout and design in retail.