

DSC-163

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

Retail Strategies and Operations

Paper - FELRTLTM-03

[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. Explain the organised retail scenario in India.
2. What kind of financial strategies required for retail ? Explain.
3. Explain the importance of market research in retail with suitable example.
4. Explain the IT applications to retail management.
5. Write a note on Financial aspects of retail.