

DU-351

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

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. Define "Mark-Up" pricing in retail store.
2. Define Retail Information System.
3. What do you understand by Private Label Brands in Product mix ?
4. Explain why "Mall Management" is crucial.
5. What are top four advantages of Retail Audit ?