

Roll No.

Total No. of Questions : 13] [Total No. of Printed Pages : 3

DQ-34

M.B.A. IVth Semester (Ex.)

Examination, 2019

Retail Concepts of Practices

Paper - FELRTL-01

Time : 3 Hours] ' [Maximum Marks : 80

SECTION - 'A' 4×8=32

Short Answer Type Questions

Note :- Answer any Four question from this section. Each carries 8 marks.

DQ-34 (1) P.T.O.

1. What do you understand by retail management ?
2. Explain any four functions of retailers.
3. Discuss the challenges to development of retail in India.
4. Comment on the future of retailing in India highlighting the problems and prospects. <http://www.onlinebu.com>
5. What is the role of HR Management in Retail ?
6. Why is Space management very important in retailing ?
7. Explain any one theory of retail development.
8. What are the differences between Indian retail environment and global retail environment ?

SECTION - 'B' 3×16=48

Long Answer Type Questions

Note :- Answer any three questions from this section. Each carries 16 marks.

9. Discuss how retailing has dramatically changed the marketing of products elaborating on the concept of retailing versus the traditional concept of sales and distribution.

DQ-34 (2)

10. Trace the evolution of retail in India commenting on the growing importance of the retailer.
11. What are the various types of retail stores? Discuss with examples.
12. What are the different retail formats? Draw the organisation structure of any one retail format.
13. Discuss the factors affecting retail store location, layout and design.



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