

DU-352

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

Retail Merchandising and Supply Chain Mgt.

Paper - FSR-4

[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 role and importance of merchandising mix.
2. What is space management ? Why it is important.
3. Briefly describe the elements of merchandise planning.
4. What do you understand by Category management. ?
5. What is retail replenishment ? Why it is important ?