

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 2

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

Examination, 2019

Retail Strategies & Operations

Paper - FELRTLM-3

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

8×4=32

Short Answer Type Questions

Note :- Attempt any four question. Each questions carries 8 marks.

1. Explain the types of retail and their different role.
2. What is the importance of retail brand ? Explain.

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3. What is a location strategy in retail ? Explain.
4. What research should be done before setting a retail store ?
5. Write a note on Retail Information system.
6. What are the different formats of retail ? Explain.
7. Write a note on Retail strategy.
8. Explain the financial aspects of retail.

SECTION - 'B'

Long Answer Type Questions

16×3=48

Note :- Attempt any three question. Each questions carries 16 marks.

9. Write a detailed note on 'Mall Management'.
10. Explain the Retail Marketing strategies.
11. Why is the requirement of Market research in retail management ? Explain.
12. How Information is gathered and processed in Retail Management ? Explain.
13. Elaborate the Significance of retail audit.

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