

**DU-368**

**M.B.A. (F.T.) IV<sup>th</sup> Semester (N/X) Examination, 2021**

**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](http://www.bubhopal.ac.in) is mandatory.

1. Differentiate between organised and unorganised retailing.
2. Write a short note on significance of retail audit.
3. What do you mean by E-Retail. Explain.
4. Discuss financial strategies for retailing.
5. What factors to be considered for selecting a location for establishing a retail store.