

DI-485

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M.B.A. (IVth Sem.) (F.T.) Examination-2015

RETAIL CONCEPTS & PRACTICES

Paper - RTLM-1

Time Allowed : Three Hours

Maximum Marks : 80

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Section-A

(Short Answer Type Questions)

Note : Answer any four out of eight questions.

Each question carries 8 marks. $4 \times 8 = 32$

- Q.I What is retail management ? Discuss the nature and scope of retail management.
- Q.II Highlight the various functions of retailing.
- Q.III What are the challenges and changes impacting retail development in India ?
- Q.IV Briefly discuss the models and theories of retail development in India.
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- Q.V What are your views about retail industry and it's future in India ? Support your answer with suitable examples.

Q.VI Write a note on retail chain as retail structure.

Q.VII Discuss the importance of training and management of human resources in retail industry.

Q.VIII What are the important factors responsible for the selection of store location ? Explain.

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(Long Answer Type Questions)

Note : Answer any three out of five questions.

Each question carries 16 marks. $3 \times 16 = 48$

- Q.IX Discuss different type of retail stores in relation to Indian retail industry.
- Q.X Write a detailed note on retail industry in India.
- Q.XI Elaborate the factors affecting the layout and design of retail stores.
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- Q.XII What is space mix ? What are the different aspects of space management in Indian retail industry ?
- Q.XIII Write short notes on any two of the following—
- (a) Retail planning and forecasting
 - (b) Recent trends in HRM in retail
 - (c) Retailing is career
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