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Total No. of Questions : 13]

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**M.B.A. IIIrd Semester (FT)  
Examination, 2017**

**DN-135**

**RETAIL CONCEPTS AND PRACTICES**

**Paper : FSR-1**

**Time : 3 Hours] onlineBU.com [Maximum Marks : 80**

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**Section-A**

**(Short Answer Type Questions) 4×8=32**

*Note :-* Attempt any *four* out of eight questions. All questions carry equal marks.

1. Explain the concept of retailing.
2. Explain the emergence of the evolution of retail in Indian Scenario.
3. What is the difference between Indian and Global Retail Environment ? **onlineBU.com**

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Turn Over

4. What are the important factors which are responsible for the selection of store location ? Explain in detail.
5. Briefly discuss the theories of retail development.
6. Enlist the retail activities undertaken by retailer in Indian Context. **onlineBU.com**
7. What do you mean by Organisational Design ?
8. Write a note on Human Resource Management in Retail.

### **Section-B**

**(Long Answer Type Questions) 3×16=48**

**Note :-** Attempt any *three* out of five questions. All questions carry equal marks.

9. What are the major challenges of Retail Industry in India ? **onlineBU.com**
10. Explain the importance of planning and forecasting in Retailing.
11. Design an organisational structure of an upcoming retail chain willing to open its stores in all metro cities of India. **onlineBU.com**

12. What is Space Mix ? What are the different aspects of space management in Indian Retail Industry ?
13. Discuss various factors affecting retail store location, layout and design. **onlineBU.com**

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