

R. II No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DQ-19

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

Examination, 2019

Management of Retail Operations

Paper - FSR-3

Time : 3 Hours]

[Maximum Marks : 80

SECTION - 'A'

4×8=32

Short Answer Type Questions

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

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(1)

P.T.O.

1. Discuss the importance of location strategies for a retail firm.
2. What is market research? How it is helpful in retail management?
3. Elaborate the various functions of mall management.
4. Why setting up objectives is an important aspect for retailer? Explain.
5. Write a note on retail MIS.
6. Discuss the application of IT. in retail management.
7. Elaborate the financial aspect of retail management.
8. Define retail audit. http://www.onlinebu.com

SECTION - 'B'

3×16=48

Long Answer Type Questions

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

9. What is retail management? Write a detailed note on various strategies of retail management.
10. Define the trading area analysis.
11. Write a note on mall management.

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(2)

12. Discuss the process of information gathering and processing in retail management.
13. What are the various measures of performance evaluation applied in retail management? Explain with suitable example.

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