

DG-480

M.B.A. IV Semester (FT) Exam. 2014

RETAIL CONCEPT AND PRACTICES Paper : RTLM-1

Time Allowed : Three Hours Maximum Marks : 80

Section A Short Answer

Note: Answer any four questions. Each question carry 8 marks.

- Q. 1. With suitable example, explain the concept of retailing.
- Q.2. Write short note on evolution of retail formats in India.
- Q.3. What is the difference between Indian and global retail environment?
- Q.4. Write a note on the future Of retailing in India.
- Q.5. Briefly discuss the theories of retail development.
- Q.6. Discuss the organisation design and structure in retail.

- Q.7. Define the key parameters to measure efficient space management in a retail store.
- Q.8. Define the key site selection parameters for a retail store.

Section-B Long Answer

Note: Answer any three questions. Each question carries 16 marks.

- Q.9: Explain the importance of planning and forecasting in retailing.
- Q. 10. What are the major changes impacting retail development in India?
- Q. 11. With suitable examples, discuss various types of retail stores.
- Q.12. Write a detail note on "HR Management in Retail".
- Q.13. Discuss various factor affecting Retail store location, layout and design.