

Subject : Elective-I : Fundamentals of Retail (Retail Management)

Day : Thursday
Date : 02/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Both the sections should be written in the **SAME** answer book.
 - 3) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1** What are the different types of retailing existing in India? Discuss with examples. (10)
- Q.2** Is franchising the best form of retail in the Indian scenario? Discuss its inherent benefits and dis-advantages. (10)
- Q.3** What are the factors that affect decisions on retail location? Elaborate with examples. (10)
- Q.4** What are the factors affecting store layout of a typical retail outlet into selling fresh fruit juices and ice creams? (10)
- Q.5** Write short notes on (**Any Two**) (10)
- a) Retailing image mix
 - b) Pricing strategies for retailers
 - c) Retailing – a global scenario

SECTION-II

- Q.6** In India, it is a well-known fact that small retailers face a severe threat from large chain based organized retailers. What strategy would you advise small retailers dealing with apparels and fashion accessories in the competitive environment? (15)
- Q.7** Firms such as McDonalds, Pizza Hut, etc. operate on a franchise based retail model. Describe the organizational structure of such chain based retailers. (15)
- Q.8** A firm intends to supply fresh and organic fruits and vegetables as they have identified sizeable opportunities due to rising health conscious consumers. They intend to have many outlets in a city and spread to other major cities as well. Suggest suitable layout and location strategies. (15)

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