

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

Day : Tuesday
Date : 06/12/2016



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.

SECTION-I

- Q.1** Discuss the benefits and importance of retailing sector to the Indian economy. (10)
- Q.2** What are the types and advantages of franchising form of retailing? Discuss with examples. (10)
- Q.3** Elaborate on the steps involved in selecting retail site. (10)
- Q.4** What is the importance of store layout for an electronics outlet? Discuss the types of store layout for such retailers. (10)
- Q.5** Write short notes on (Any Two) (10)
- a) Non store retailing
 - b) Store façade
 - c) Pricing strategies for retailers

SECTION-II

- Q.6** A friend of yours intends to start a retail outlet dealing in eye care and wear products such as spectacles, sun glasses etc. He has identified a well known location to start the outlet. The location is a preferred shopping destination with lots of retail outlets, malls etc. There are quite a number of retail outlets that deal with eye care products in that location. Suggest suitable differentiation strategy that the new retail outlet may adopt in order to build advantages and draw customers. (15)
- Q.7** As a guest speaker for a seminar on retail management organized by a management institution, discuss on the various career options in retailing. (15)
- Q.8** A firm intends to start retail outlets to supply health fitness products such as electronic activity trackers etc. as they have identified sizeable opportunities due to rising health conscious consumers. They intend to start in some major cities initially and move to some more cities as well. Suggest suitable layout and location strategies. (15)

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