

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2018

Subject Name : Retail Management

Subject Code : 5MS03REM1

Branch: MBA

Semester : 3

Date : 01/12/2018

Time : 02:30 To 5:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
-

SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. State the full form of PDS **01**
 - b. Define Retailing **01**
 - c. What do you understand by supermarket **01**
 - d. Explain the concept : Strategy **01**
 - e. Give an example of category killer **01**
 - f. What do you mean by E-Commerce **01**
 - g. Give an example of Franchise **01**
- Q-2 Attempt all questions (14)**
- (a) Discuss the evolution of retail in India **07**
 - (b) Write a Note on : Retail Life Cycle **07**
- OR**
- Q-2 Attempt all questions (14)**
- (a) List and discuss the various activity carried out by Retailer **07**
 - (b) Discuss any two techniques for evaluating trading area location for retail business **07**
- Q-3 Attempt all questions (14)**
- (a) Discuss the factors affecting store location **07**
 - (b) Explain the steps involved in Customer Decision-Making Process **07**
- OR**
- Q-3 Attempt all questions**
- (a) Discuss the drivers of Retail Chain in India **07**
 - (b) List and explain the types of Retail Stores **07**



SECTION – II

- Q-4** **Attempt the Following questions** **(07)**
- a.** What do you understand by FMCG **01**
 - b.** Explain the concept : Merchandise **01**
 - c.** Write any two characteristics of retailing **01**
 - d.** Give a Full Form of EDLP **01**
 - e.** What do you mean by Mark-up Pricing? **01**
 - f.** Give a Full Form of PLC **01**
 - g.** What do you understand by Kirana Stores **01**
- Q-5** **Attempt all questions** **(14)**
- (a)** Discuss the responsibilities of store manager **07**
 - (b)** Write a note on CRM **07**
- OR**
- Q-5** **Attempt all questions**
- (a)** Write a note on : 5s of Retailing **07**
 - (b)** Discuss the factors influencing the Customer's Decision Making Process **07**
- Q-6** **Attempt all questions** **(14)**
- (a)** Discuss the Importance of Store Location **07**
 - (b)** Write a note on : Wheel of Retailing **07**
- OR**
- Q-6** **Attempt all Questions**
- (a)** Write a note on Five Force of Competition **07**
 - (b)** Explain various IT tools that have enabled smooth retail operations. **07**

