

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2019

Subject Name : Retail Management

Subject Code : 5MS03REM1

Branch: MBA

Semester : 3

Date : 18/11/2019

Time : 02:30 To 05:30

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.
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SECTION – I

- Q-1 Explain the Following Concepts (07)**
- a. Franchising 02
 - b. Joint Venture 02
 - c. Merger 01
 - d. Acquisition 02
- Q-2 Attempt all questions (14)**
- (a) Explain the Functions of Retailer 07
 - (b) Write a Note : Retail as a Career 07
- OR**
- Q-2 Attempt all questions (14)**
- (a) Discuss Marketing Retail Equation 07
 - (b) Write a Note : Rise of Retailer 07
- Q-3 Attempt all questions (14)**
- Discuss the Evolution of Retail Formats 14
- OR**
- Q-3 Attempt all questions (14)**
- (a) Write a Note : Size of Retail in India 07
 - (b) Discuss the Challenges to Retail Development in India 07



SECTION – II

Q-4	Explain the following	(07)
	a. Point-of-Sale	02
	b. Virtual Shopping	02
	c. Database Marketing	02
	d. E-Commerce	01

Q-5	Attempt all questions	(14)
	(a) Factor Influencing Retail Shopping Behaviour	07
	(b) Discuss the Strategies for Internationalization of Retail Business	07

OR

Q-5	Attempt all questions	(14)
	(a) Discuss the Drivers of Retail Change in India	07
	(b) Explain FDI in India	07

Q-6	Attempt all questions	(14)
	(a) Write a Note : Retail Store Location Planning	07
	(b) Discuss the Growth Strategy for Retailers / Retail Franchisors	07

OR

Q-6	Attempt all Questions	(14)
	(a) Explain the Theories of Retail Development	07
	(b) Discuss the Concept of Life Cycle in Retail	07

