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2304E306

Candidate's Seat No : _____

M.B.A. (GM-MM) Sem.-4 Examination

LS-404

Re. M.

April-2025

Time : 2-30 Hours]

[Max. Marks : 70

Q-1	Answer the following questions in brief: 1. Explain the theories of Retail Development. 2. From customer perspective what are the benefits and limitations of stores, catalogues and websites? 3. Explain the concept of retail life cycle. Has India reached the growth stage? 4. Explain organizational structure of an individual store.	14
Q-2	A) Explain the methods for estimating potential sales for a particular store site. OR B) What factors does retailer consider when deciding a particular site? Define trade area and Metropolitan statistical area.	14
Q-3	A) Define Franchising. What are the different methods of franchising? Give examples. OR B) Describe the information flow in supply chain of the retailer. Write about RFID tag.	14
Q-4	A) What is merchandising? What is the significance of merchandising for a retailer? Write Merchandise processing for staple and fashion merchandise. OR B) Write types of store lay outs and importance of signage and graphics. Define visual merchandising.	14

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E 306-2

Q-5	Answer in short – 1. What is retailing? What career opportunities does the retailing offer? 2. Explain tips for negotiation. 3. Identify the segmentation base that you consider the best for targeting consumers for coffee. 4.. How do retailers set price? What factors they take into consideration?	14
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