

MMS - III (Mktg.)

17-10-2012

RM 03

Retail Management

MMS (MKT)

12/10/12

RollNo.

Total Printed Pages: 01

Total No. of Questions: 06

Maximum Marks: 60

Duration: 03 Hours

Sections: I and II

Note: Answer both the Sections in the same Answer Sheet.

SECTION I

Q: 1 Answer in Brief: (15 MARKS)

- Define Retailing
- What are Consumer Coop. Stores?
- What is the meaning of Retail Strategy?
- What is a Staple Merchandise?
- What is a Variety in Retailing?

Q: 2 Government has recently announced FDI in Multi Brand Retailing ---- You as a Student of Retailing analyse in details : How our own Indian Large Retailing Chains like Big Bazaar – Reliance Fresh – Mega Mart will compete with Multinationals like Wal-Mart or Tescoco and how would the Indian Consumers benefit from this Competition. – (15 MARKS)

SECTION II

ANSWER ANY THREE QUESTIONS IN THIS SECTION. ALL QUESTIONS CARRY EQUAL MARKS (10 MARKS)

Q: 3 What are the different factors that give Retailers a sustainable Competitive Advantages? Please elaborate.

Q: 4 What is Franchising? Discuss in Details any one Franchising Module in India which is successful. What are the Challenges that Franchising faces in India and what are the solutions according to you.

Q: 5 What are the different Sales Promotion Schemes used by Retailers? Discuss any two in details.

Q: 6 What is Stores Layout? What are the different types of Stores Layout? Elaborate GRID and BOUTIQUE types of Stores Layout.