

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Second Semester Examination April 2015

Subject	Retail Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	25.04.2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

“Retailing is defined as last change of hands in supply chain” Discuss. How will you differentiate between “Value” and “Lifestyle’ retailing? What are the global dominant retail formats? Why Value retailers are growing globally and are dominating retail industry?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Define Stock Turn ratio in different retailing.
- b) The role of stock productivity in retailing
- c) What are the parameters while selecting a city for a store?

Q3) Define Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Ego centric customer
- b) Price centric customer
- c) Impulse buying

Q4) Distinguish between Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discriminatory pricing and Fixed Pricing
- b) Regular and Loyal customer
- c) Consignment and Commission selling

Q5) State the use and importance of the following fixtures in retailing: Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Dump Bins and dump displays
- b) Chillers and Deep Freezer
- c) Wall Browsers

Q6) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Specialty stores
- b) Online shopping
- c) Catalogue retailers

Q7) Write short note on Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Footfall conversion ratio
- b) Average Time spent in a retail outlet
- c) Average ticket size v/s Item per bill