

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM

Academic year: 2013 – 2014
Subject: Introduction To Retail
Date: 17.12.2013

Semester - I
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 4

Marks: 10

- a) Importance of Retailing
- b) Service Retailing
- c) Career in Retail
- d) SWOT Analysis of Indian Retail Industry

2. Write short notes on any 2 out of 5

Marks: 10

- a) Wholesale Versus Retail
- b) Retail Franchising
- c) Retailing in Rural India
- d) Retail Life Cycle
- e) FDI in Retail Industry

3. Attempt any 3 out of 5

Marks: 30

- a) Explain various functions of a Retailer.
- b) Explain the evolution of retail Industry in India.
- c) Explain various Pricing Techniques for Increasing Sales and Profit.
- d) Explain the importance of Communication in Retail and various methods of communicating with Customers.
- e) Explain merits and demerits of E-Tailing.

Q4. Answer in Brief:

Marks: 20

Explain various types of Store Based, Non Store Based and Service Retailing. Explain each type of Retail with examples.