

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

Programme: DRM/PGDRM

Academic year: 2014 – 2015
Subject: Introduction to Retail

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

Date: 17.06.2014

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What is retailing and how is it different from wholesaling?
- b) What role does Retail play in a nation's economy?
- c) Discuss the three pricing techniques (strategies) for increasing sales and profits?
- d) Differentiate between store based and non store based retailing.

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) FDI in Retail Industry
- b) Retail as a career
- c) Evolution of Retailing in India
- d) Retail Life Cycle
- e) e tailing

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What are the factors that influence the retail business?
- b) What are the modes of market entry in International Retailing?
- c) What are the factors considered while developing a website? What are its limitations?
- d) What are the steps in planning the retail communication programme?
- e) What are the functions of a retailer?

Q.4) Attempt both the questions

(Marks: 2X10=20)

You have recently completed your MBA from a reputed institute and now as a young entrepreneur, you are planning to open up a personalized gift and card shop in your residential locality.

- a) Do a SWOT analysis for your new venture.
- b) What are the PEST (Political, Economical, Sociocultural and Technological) factors you will have to consider in your business?

You are free to make any assumptions, however, the same need to be explicitly narrated.