

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

Programme: DRM/PGDRM

Examination: December 2014  
Subject: Introduction to Retail

Date: 29.12.2014

Semester: I

Course : New

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

**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) Explain the two key parameter for success in retail operation?
- b) What role do social media play for retailers to reach target audience?
- c) What are the advantages & disadvantages of network marketing (MLM)?
- d) Discuss the important of information technology in retail?

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

**(Marks : 2x5 = 10)**

- a) Retail franchising
- b) Types of modern retail formats in India
- c) Retailing in rural India
- d) Problems face by retail industry in India
- e) Non store retailing

**Q.3.) Attempt any 3 out of 5**

**(Marks: 3x10 = 30)**

- a) What are the various theories of retail development?
- b) What are the advantages and the limitations of E-tailing?
- c) What are the benefits for India due to FDI in retail?
- d) What are the steps in strategic retail planning process?
- e) What are the Main types of retail ownerships?

**Q.4.) Attempt both the questions**

**(Marks: 2x10 = 20)**

You are young entrepreneur and planning to open up a high end fashion  
Shop In your city.

- a) Do PEST analysis for your shop.
- b) Do SWOT analysis for your shop

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

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