

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

Programme: PGDRM

Examination: December 2014
Subject: Retail Store Operation & Inventory

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 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) What is retailing & what functions a retailer perform?
- b) What is retail format & what are the most popular retail formats?
- c) What is retail atmospherics & what are retail atmospherics elements?
- d) What are the principals of store design?

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

(Marks : 2x5 = 10)

- a) Wheel of retailing theory
- b) Retail life cycle theory
- c) Concept of shrinkage control
- d) VED analysis
- e) Elements of retail communication mix

Q.3.) Attempt any 3 out of 5

(Marks: 3x10 = 30)

- a) What are the elements of retail operations?
- b) Explain in detail store and non store based retailing?
- c) What are the different types of mergers? And what are the reasons for the mergers?
- d) What are the factors contributing to successful retailing strategic alliance?
- e) What is inventory management & what are the objectives of inventory control?

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 a retail atmospherics elements planning for your shop
- b) Do a location analysis for selecting best location for your shop

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