

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

Programme: DRM/PGDRM

Examination: June 2015
Subject: Introduction to Retail

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) Discuss the functions of retailer?
- b) What is the scope of retail as a career?
- c) Elaborate evolution of retailing in India?
- d) Discuss the Importance of Retail sector in developing country like India?

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

(Marks : 2x5 = 10)

- a) Store based retailing
- b) FDI in retail sector
- c) Retail communication program
- d) Online retailing
- e) Pricing strategies

Q.3.) Attempt any 3 out of 5

(Marks: 3x10 = 30)

- a) Discuss the non store based retailing?
- b) How can e-tailing be used as a support for international retail strategy?
- c) Which are the various factors affecting the growth of retail sector in India?
- d) Elaborate the role of website from online retail store perspective?
- e) What are the evolution stages of retail formats according to retail life cycle theory?

Q.4.) Attempt both the questions

(Marks: 2x10 = 20)

You have just passed out of MBA College and planning to open an high end fashion retail store, based on franchise business model?

Do a SWOT analysis of your Business Venture.

Do a PEST analysis for the city of your choice, where you would like to set-up the retail store?
