

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

Programme: PGDRM

Examination: June 2015
Subject: Retail Store Design & Location

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 18.06.2015

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 current retail scenario in India?
- b) What is the Scope of retailing?
- c) Elaborate store key management process?
- d) Discuss the importance of Retail Store Location?

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

(Marks: 2X5=10)

- a) Retail formats in India
- b) Location strategy
- c) Role of I.T. in space management
- d) Concept of merchandising mix
- e) Merchandising strategies

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Discuss the different between grid layout and combined layout?
- b) How the visual merchandising use as a support for positioning strategy?
- c) Which are the factors affecting the growth of retail sector in India?
- d) Elaborate the role of security from store perspective?
- e) What are the types of retail store locations /Business Districts?

Q.4) Attempt both the questions

(Marks: 2X10=20)

You are young MBA and planning to open up a high end fashion retail store

- a) Create a store display plan for your store to differentiate it from other stores
- b) Create a image mix plan for your store in view of Internal Atmospheric

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