

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

Programme: PGDRM

Examination: June 2015

Subject: Retail Store Operation & Inventory

Date: 19.06.2015

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.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What types of analysis retailers can do to anticipate customer wants?
- b) Elaborate the concept of ECR?
- c) Discuss the principals of store design?
- d) What do you mean by integrated retail communication?

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

(Marks: 2X5=10)

- a) Dialectic process theory
- b) Social marketing in retail
- c) Cyclical theory
- d) ABC analysis
- e) Customer relation management (CRM)

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Elaborate elements of retail atmospheric?
- b) What are the alternative routes for diversifications in retail strategy?
- c) Discuss the different types of mergers in retail sector?
- d) What are the different types of retailers' strategic alliance?
- e) Discuss advantage and disadvantages of E-tailing?

Q.4) Attempt both the questions

(Marks: 2X10=20)

You have recently passed out from MBA college and planning to open up a high end fashion retail store in your city.

- a) Create a store layout plan for your store
- b) Do a retail communication strategy planning for your store

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