

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

Programme: DRM/PGDRM

Examination: December 2015

Subject: Introduction to Retail

Date: 14.12.2015

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) Define term retailing and what are the factors influence retailing?
- b) What are the characteristics and functions of retailer?
- c) Discuss retailing in rural India?
- d) Distinguish between Corporate level strategy & Business unit strategy in retail organizations?

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

(Marks: 2X5=10)

- a) Classification of Retail formats
- b) Impact of organized retail - an Indian perspective
- c) Service Retailing
- d) Concept of value chain in retail
- e) Retail as a career

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Discuss the impact of FDI policies in retail sector on Indian economy?
- b) Elaborate the various pricing techniques used by retailers to increase their sales?
- c) Which are the five modes of market entry international retailers practiced?
- d) Elaborate the various steps the retailers plan in their retail communication program?
- e) Discuss the various phases of Evolution of Retail in India?

Q.4) Attempt both the questions.

(Marks: 2x10=20)

You are young just passed out MBA who want to become retail entrepreneur through a food Retail start up serving western fast food in city of your choice.

- A) Do an external analysis (PEST) for city of your choice for your retail venture
- B) Do an internal analysis (SWOT) for your retail venture

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