

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

Programme: PGDRM

Examination: December 2015
Subject: Retail Store Design & Location

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

Date: 14.12.2015

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) Define the term Retailing and elaborate the services provided by retailers?
- b) Discuss the concept of retail store layout & planning?
- c) Elaborate the concept of visual merchandising?
- d) Elaborate the concept and components of category management

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

(Marks: 2X5=10)

- a) Types of store layouts
- b) Types of retail store locations
- c) Elements of retail store operations
- d) Visual merchandising in India
- e) Role & functions of category manager

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) "Planogramming is one of most important aspect of merchandising" elaborate this statement.
- b) Discuss various formats of retail stores in India.
- c) Elaborate the process of selecting a store location.
- d) Discuss the various steps in category management.
- e) Which are the common challenges face by retailer in visual merchandising?

Q.4) Attempt both the questions

(Marks: 2X10=20)

You are young just passed out MBA who want to become retail entrepreneur through a high end Fashion start up in city of your choice.

- A) Do an image mix elements planning for your store.
- B) Elaborate about your choice of store layout type for your store.

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