

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

Programme: PGDRM

Examination: December 2015
Subject: Retail Store Operation & Inventory

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

Date: 15.12.2015

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) What is shrinkage & how to control it?
- b) Discuss the objectives of inventory control?
- c) Explain the concept of merger & elaborate different types of mergers?
- d) Discuss the wheel of retailing theory of retail development?

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

(Marks: 2X5=10)

- a) Retailing strategic alliance
- b) Retail formats in India
- c) E-tailing
- d) Retail diversification strategy
- e) Elements of retail operations

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Elaborate the ABC analysis & VED analysis in detail?
- b) Discuss the concept of location analysis in detail?
- c) Discuss the role of customer relation management (CRM) plays in modern retailing?
- d) Elaborate retail life cycle theory in detail?
- e) Discuss the role of social media marketing in retail?

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 a retail atmospherics elements strategy for your store?
- B) Do a retail communication mix strategy for your store?

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