

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

Programme: PGDRM

Examination: June 2016  
Subject: Retail Store Operation & Inventory

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

Date: 14.06.2016

**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) Explain the concept of visual merchandising in retail.
- b) Elucidate the concept and importance of merchandise management in retail.
- c) Explain the concept of ABC analysis.
- d) Differentiate between two-bin system and three – bin system.

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

**(Marks: 2X5=10)**

- a) The wheel of retailing
- b) Franchise
- c) Location Quotient
- d) SERVQUAL
- e) Shrinkage

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Who is an independent retailer? Discuss the pros and cons of independent retailer.
- b) Define contract. Elucidate the essential components of a valid contract.
- c) Explain the concept and importance of multi-channel retailing in today's context.
- d) Define inventory. Differentiate between production inventory and MRO inventory.
- e) Define EOQ. Discuss the strengths and limitations of the EOQ concept.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Define pricing. Discuss various pricing strategies used by the retailers.
- b) Define e-tailing. Discuss the advantages and disadvantages of e-tailing.

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