

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

Programme: PGDRM

Examination: December 2016
Subject: Retail Store Operation & Inventory

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.

Q.1) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) Elucidate the concept of 'Wheel of Retailing'.
- b) What are different types of retail location? Explain.
- c) Differentiate between two – bin system and three – bin system of fixed order system.
- d) Differentiate between Specialty Products and Unsought Products.

Q.2) Write short notes on (2 out of 5) **(Marks: 2X5=10)**

- a) Data Mining
- b) Leased Department
- c) Production Inventory
- d) Category Management
- e) Joint Venture

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) Elaborate various staffing options retailers have while hiring employees.
- b) Define supply chain management. Elaborate major decisions in supply chain management.
- c) Define Pricing. Elucidate various pricing strategies employed by retailers.
- d) Explain the concept of 'E-tailing'. Discuss the advantages and disadvantages of E-tailing.
- e) Elaborate VED classification used for spare parts inventory management.

Q.4) Attempt both the questions **(Marks: 2X10=20)**

- a) Describe non-store retailing. Explain various approaches of non-store retailing used by the retailers with the help of relevant examples.
- b) Explain Loyalty Programme in Retail and its importance. Also explain term Visual Merchandising and how its done inside retail store.
