

Q.P. Code : 04286

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory and carry 15 marks each.
 2. Solve **any 2** out of (A), (B) and (C) in Questions 1 to 4.

- Q. 1** (15)
- a) What do you mean by Multi-Channel Retailing? Discuss any three types.
 - b) Explain the advantages of E-tailing.
 - c) Explain the need for FDI in Indian Retail Sector.
- Q. 2** (15)
- a) Explain the types of retail locations.
 - b) What are the factors influencing designing organization structure
 - c) Explain the customer retention approaches.
- Q. 3** (15)
- a) Explain the process of merchandise planning.
 - b) What are pricing strategies adopted by retailers? Explain any five.
 - c) State the importance of category management.
- Q. 4** (15)
- a) What is the role of visual merchandising in store layout?
 - b) Discuss the career options in Retail.
 - c) Elaborate the different types of Store Layout in brief.
- Q. 5** **Case Study:**
- An established and a leading multi brand footwear retailer with a strong presence in all the major cities of North India, is now geared up to expand and penetrate his operations by replicating with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs.
- The offerings include a wide range of footwear. of international, national and regional brands for men, women and children for all occasions.
- Questions :
- a) Propose a retail mix (4Ps) for this retailer. (05)
 - b) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets? Discuss. (05)
 - c) Can you see any ethical issues which can arise in retailing? (05)
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