

Roll No.

Total Pages : 03

BCQ/M-20

12351

RETAIL MANAGEMENT

BC-606(i)

Time : Three Hours]

[Maximum Marks : 80

Note Attempt ~~Five~~ questions in all. Q. Nos compulsory.
Attempt any ~~four~~ questions remaining eight questions.

Compulsory Question

1. Write short notes on the following :

- (a) Trading Area Analysis
- (b) Hyper Market
- (c) Shop Lifting
- (d) Racetrack Layout
- (e) Energy Management.

5×4=20

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2. Define Retailing. Explain various factors affecting retail business in India. **15**
3. Discuss various theories of retailing. **15**
4. Elaborate the various steps involved in choosing a retail location in India. **15**
5. What is an organizational structure ? Explain the process of setting up a retail organization. **15**
6. What is Store Layout ? What are the basic terms of store layout ? Explain with examples and suitable diagrams of different terms of store layout in India. **15**

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7. What are common security issues in retail business in India ? **15**
8. Discuss recent trends in retailing in India with examples. **15**
9. What is FDI in retail ? What are the effects of FDI on Indian retail market ? **15**
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