

2. What is Organised Retailing? Discuss the factors controlling to the growth of organised retailing in India.
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3. What are the different types of stores locations. Discuss the various steps involved in choosing a stores location.
4. Explain retail strategic planning process in detail.
5. What do you mean by organisational structure ? What are the main factors influencing the types of organisational structure ? **15**
6. Explain in detail the involvement of information technology in Retail Operations. **15**
7. Discuss in detail advantages and disadvantages of FDI in detail. **15**

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Roll No.

Total Pages : 03

OBCQ/M-20

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RETAIL MANAGEMENT

BC-608

Group II

Time : Three Hours]

[Maximum Marks : 80

Note Q. No.1 is compulsory. Attempt any questions from the remaining eight questions.

1. (i) Speciality Stores.
- (ii) Environmental Theory.
- (iii) Promotional Strategy in Retail.
- (iv) Store Layout.
- (v) Mystery Shoppers.

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8. What is Retail Promotion ? Explain various promotional tools used by Retailer. **15**

9. Explain in detail, how a retailer can manage his retail store. **15**

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