**EMBRM-207**

**Second Semester Executive MBA (Retail Management)**

**Examination Aug/Sep-2015**

**Retail Organization & Managing Retail Personnel**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

**Answer any five questions. (6\*5)**

1. Define the concept of financial resources.
2. Briefly write about retail life cycle.
3. Define retailing relationship.
4. What is combination store?
5. Define ownership and management alternatives.
6. Write a short note on specialty store.
7. Enlist the special characteristics of retailing.
8. Define the term electronic banking.

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Differentiate between sales and profit.
2. Write in detail about the structure of retail functions in distribution.
3. Explain the meaning of images (Positioning).

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Discuss the concept of flea market in detail.
2. Write the competitive advantages and disadvantages of chains.
3. Describe the theory of total retail experience.