**MBRM-02**

**Fourth Semester Master of Business Administration (Retail Management)**

**Examination Aug/Sep- 2015**

**Retail Planning**

**Time:-3Hours Max. Marks: - 75**

**SECTION-A**

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

1. What do you mean by the Ethics?
2. Write in nutshell about Size and structural Arrangements.
3. Enlist the Special characteristics of Retailing.
4. What do you mean by Electronic Banking?
5. Write a short note on the Combination Store.
6. Give a brief statement on Factory Outlet.
7. Briefly describe the Ownership and management alternatives.
8. Mention the framework of Retailing.

**SECTION-B**

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

1. Describe the various Customer Services with the help of example.
2. Elaborate the concept of Channel Relationships.
3. Differentiate between Sales and Profit.

**SECTION-C**

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

12. Discuss the Impact of Retailing on the Economy. Also explain the Scope of web

retailing.

13. Describe the Value and the Value Chain with the help of example.

14. Explain the concept of Flea Market.