

**MASTER OF BUSINESS ADMINISTRATION
(MBARS)**

00100

**Term-End Examination
December, 2013**

**MRS-026 : RETAIL PERFORMANCE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Explain in detail the various classifications of different Retail Models with one example for each model. 20
2. What is Non-store based Retailing, give two examples with advantages offered to customers and its limitations. 20
3. Explain in brief Single and Multi Brand Retailing with suitable examples and also give the advantages and limitations of Multi-brand Retailing. 20
4. What is meant by the concept of Positioning ? How Business and Marketing strategy is formed for store-Based Retailing ? Give suitable examples. 20

5. What is Product Mix ? Explain product width and depth in a multi Brand store with suitable examples. 20
6. What is Moving Average Price and what are its commercial implications ? Give one example. 20
7. What are the functions of Store Commercial and Zonal Commercial in retail ? Give suitable examples. 20
8. Answer any two : 10x2=20
- (a) Service retailing
 - (b) Single-brand retail model
 - (c) What are different positioning tools ?
 - (d) Commercial impact of stock turn in retail.
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