

00103

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

Term-End Examination

December, 2012

MRS-025 : DESIGN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions and all questions carry 20 marks.*

1. (a) What do you understand by 'Cross functionality'? Explain its role and importance in business. 10
- (b) How is a 'T' shape individual different from an 'I' shape individual? Do you think that keeping 'T' shape individuals in a retail organization leads to a higher efficiency? 10
2. Differentiate between the following : 20
 - (a) Exterior and Interior store design.
 - (b) Category management and merchandise management.
 - (c) Cost proposition and value proposition.
 - (d) Destination store and parasite store.

3. (a) Explain the scope and importance of six hats model in retail sector. Explain the role of all the hats with suitable examples. 10
- (b) Does ethnography has any role in design management ? Elaborate the role and importance of ethnographic research stating the areas where it is highly utilized. 10
4. Write short notes on : 20
- (a) Store layouts
- (b) Designing the customer experience
- (c) Steps in locating a department
- (d) Design as a means of innovation
5. (a) Explain the concept of prototyping with examples. Why is prototyping considered crucial while designing a new product or service ? 10
- (b) What do you understand by design research and methodology ? Explain all the phases of design process with the help of examples. 10
6. (a) What do you understand by a customer centric organization ? How a retailer can device a correct mix of customer centric and process centric organization ? 10

- (b) What is the difference between customization and standardization approach of customer centric organization ? Give 2 examples of retail organizations where you have been highly satisfied with service experience. 10
7. (a) 'Designing a correct merchandise assortment is one of the most crucial task for any retailer. Comment. 10
- (b) Explain the meaning of visual merchandising. What are the upcoming trends and techniques in visual merchandising ? 10
8. Give a critical analysis on : 20
- (a) Use of design management in Indian retail organizations.
- (b) Unloading growth through design.
- (c) Designing a green retailing format.
- (d) Utilization of tools of creativity.
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