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**MASTER OF BUSINESS ADMINISTRATION
(MBARS)**

**Term-End Examination
December, 2012**

**MRS-026 : RETAIL PERFORMANCE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

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

1. What are the different criteria to determine the formation of different types of Retail Models ?
2. Explain the various sub models in store based retailing and concept of consignment sale.
3. How business and marketing strategy is formed for service retailing ?
4. Explain what is width and depth in merchandising in retail. Quote relevant example.
5. Write short notes on :
 - (a) Pentagon Model
 - (b) Triangle Model

6. Differentiate between own employee and contract staff with examples in a retail environment in Multi-brand retail store.

 7. Differentiate between single brand retailing and Multi-brand retailing with one example for each format.

 8. Write short notes on :
 - (a) Building cost control efficiency in retail
 - (b) Concept of YOY, WOW and ABP
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