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

**Term-End Examination
December, 2012**

MRS-027 : RETAIL AND COMMERCIAL MODELS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Support all answers with examples, cases, and illustrations, numerical as required.

1. It is said that retail industry has a very bright future in India and even global retail development index by A.T Kearney puts the country among top 5 potential destinations. What are the factors for this "Advantage India" story and what are the front ? 20
2. How is a retail strategy reflected in retailers financial objectives ? How do retailers need to evaluate their performance ? In this context explain strategic profit model and measures to assess their performance. 20
3. Explain the following : 4x5=20
 - (a) Profit margin accelerators
 - (b) Shrinkage in Indian retail industry
 - (c) GMROI, GMROS and GMROL
 - (d) Sales records and merchandise inventory records.

4. (a) Explain in detail “profit management path” in context of strategic profit model for a retailer. 10
- (b) Explain the importance of inventory turnover, how do retailers increase inventory turnover, and what are the implications of this on strategic profitability of retailers. 10
5. (a) Explain in detail “Asset management path” in context of strategic profit model for a retailer. 10
- (b) Explain in detail the evaluation of retailers financial performance in terms of “inputs used by retailers” and corresponding “output performance indicators” including productivity input/output measures at different levels of the organisation. 10
6. Write a note on internet retailing or “e - tailing” and describe the growth of this phenomenon as to why retailers are adopting this in the Indian context. Which categories of products are likely to have faster adoption of online retailing ? Support this with international examples and how consumers buy these categories. Emphasize on the operational and commercial aspects as compared with organised store retailing. 20
7. Explain the following : 4x5=20
- (a) Retail level business information systems
- (b) Importance of CRM in retail
- (c) Status of skill inventory in Indian retail industry
- (d) Retail Audit and process performance