

**MASTER OF BUSINESS ADMINISTRATION
(MBARS)**

Term-End Examination

June, 2012

**MRS-026 : RETAIL AND
COMMERCIAL MODELS**

00444

Time : 3 hours

Maximum Marks : 100

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

1. What are the different classifications of Retail Models ? Give one example for each.
2. What is store based retail and how is non store based retail different ? Give examples for each models.
3. Explain the concept of single brand and multi brand retailing.
4. How does Shop-in Shop concept work in multi brand stores. Quote two brands which are as SIS concept.

5. Explain in detail the concept of positioning and different positioning tools.
 6. What is a business plan formulation ? Explain different models of business plan formulation.
 7. Explain in detail GMROI- GMROL-GMROF and understanding of their interpretation.
 8. Write short notes on :
 - (a) Stock turn and its commercial impact.
 - (b) Moving average price and its commercial implication.
-