MASTER OF BUSINESS ADMINISTRATION (MBARS)

Term-End Examination

June, 2013

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 types of Retail Models Existing ? Give one example for each model. **20**

2. What are the advantages in Store Based Retailing as compared to non - store based retailing ? Give one example for each format. **20**

3. What is Shop - In - Shop Retail ? Give one examples and explain the advantages and limitations. **20**

4. Explain with suitable examples on Store based and Non - Store based retailing. Name five most popular Non - Store based Retailers. What are the limitations of Non - store based Retailing ? **20**

5. Explain with example the concept of Single Brand   20
   Retail and Multi Brand Retailing in India. With
   suitable examples.

6. Briefly explain the concept of Positioning and   20
   different positioning tools in the context of
   retailing with suitable examples.

7. Explain different models of Business Plan   20
   formulation and briefly write about Pentagon and
   Triangle Model.

8. Write short notes on *any two* :   10x2=20
   (a) How stock turn impacts retail store
       performance
   (b) Concept of YOY and WOW
   (c) Building Cost Control Efficiency in Retail

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