

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

Term-End Examination

June, 2013

MRS-027 : RETAIL AND COMMERCIAL MODELS

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.
(ii) All questions carry **equal** marks.*

1. (a) Define Retail Model. What are the different types of Retail models? 10
- (b) Distinguish between Store based and Non - store based Retailing with the help of suitable examples. 10
2. Explain the importance of Positioning in Retailing. What are the different positioning tools used in Retailing? Explain with the help of suitable examples. 20
3. What do you mean by single brand Retail Model? Distinguish between single brand retailing and Multi - brand retailing with the help of suitable examples. 20

4. Explain in detail the need for business plan formulation. What is Pentagon and Triangle Model of Business plan formulation ? Give suitable examples to support your answer. 20
5. (a) What do you mean by product-mix in Retailing ? What is the difference between product - mix and department - mix in terms of retailing ? 10
- (b) Explain the need and importance of Training of staff in Retailing. 10
6. Write short notes on : 5x4=20
- (a) Breadth and Depth of merchandise lines
- (b) Mark - up and Mark - down margins
- (c) Same store sales
- (d) Break - even sales
7. (a) Explain the concept of EBIDTA with the help of suitable example. 10
- (b) What do you mean by Moving Average Price in Retail ? What are the commercial implications of Moving Average Prices ? 10
8. What are the direct and indirect costs involved in Retail Stores ? Explain with the help of suitable examples the functions of a store commercial. 20
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