

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

**Term-End Examination**

**December, 2013**

**MRS-025 : DESIGN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt **any five** questions.*

*(ii) All questions carry **equal** marks.*

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1. (a) Define Design Management. What are the critical issues in stores design ? Discuss in brief. 10
  - (b) Discuss the importance of cross functionality in strategic business with relevant examples. 10
  2. What are the different tools of creativity ? Discuss in detail with relevant examples. 20
  3. (a) Location of stores plays an important role in Retail Business. Do you agree ? Justify your answer with suitable examples. 10
  - (b) How demand for a new store is anticipated ? Describe the process of deciding a location for a store with the help of suitable example. 10

4. Write short notes on following : 20
- (a) Innovation Leadership
  - (b) Six hats and Ethnography
  - (c) T-shaped Individual
  - (d) Customer Centric Organisation
5. (a) Is research important/relevant in Design Management ? What are the advantages and limitations of research in Design Management ? 10
- (b) How Exploratory Research and Descriptive Research are carried out for Design Management ? 10
6. Define products. What do you understand by product-mix ? What are the elements in product-mix ? Discuss how product is designed (Process involved in product design) with suitable example. 20
7. Promotion plays a vital role in Design Management of a Product in Retail Marketing. How promotion is designed in Retailing ? Give suitable examples. 20
8. Write short notes on following : 20
- (a) Fixture Planning
  - (b) Merchandise Management
  - (c) Mind Mapping
  - (d) Sensorial Experience
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