

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

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**Term-End Examination
December, 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 Retailing. What are the different types of retail models ? Explain with the help of suitable examples. 10
(b) What are the sub-models in Store based Retailing ? Explain briefly the concept of SIS, with the help of suitable example. 10
2. What is branding in Retail ? How branding is useful in Non-Store based Retailing ? Illustrate your answer with the help of an example. 20
3. Positioning is very important in Marketing. Do you agree ? What are the different positioning tools with respect to Retail ? Explain with the help of an example how business and Marketing Strategy is formed in Retail. 20

4. Distinguish between the following : 5x4=20
- (a) Single brand retail and Multi-brand retail
 - (b) Store-based and Non-store based retailing
 - (c) Own employee Vs Contract staff
 - (d) Mark-up and Mark-down margins.
5. What are the different functions of store commercial and zonal commercial in Retail. 20
Explain with the help of suitable examples.
6. (a) What do you mean by product-mix in Retail ? Discuss with the help of an example the importance of product width and depth in Retail. 10
- (b) Explain the importance of training of staff in retail with the help of an example. 10
7. (a) Explain the financial strategies adopted by Retailers with the help of "Strategic Profit Model". 10
- (b) Write the components of Profit Management and Asset Management. 10
8. Write notes on : 5x4=20
- (a) GMROI
 - (b) GMROF
 - (c) Concept of ABP
 - (d) Moving Average Price
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