

00583

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

Term-End Examination

June, 2012

MRS-025 : DESIGN MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) Explain the co-relation between design management and innovation. "Design management is both an art and science". Do you agree with the statement ? 10
- (b) Why is design management considered as a critical function for an organization today ? Explain the importance of research in design management. 10
2. Differentiate between the following : 20
 - (a) Grid and racetrack layout
 - (b) Red hat and black hat of six hats model
 - (c) Exploratory and descriptive research
 - (d) 'T' shape and 'I' shape individual

3. (a) What do you understand by 'product design' ? Explain all the stages of new product development with examples. 10
- (b) Explain the role and importance of product design in India. Take an example of a product design in FMCG sector that has been beneficial for Indian people. 10
4. Write short notes on : 20
- (a) Influencing consumer behaviour
- (b) Fixture planning
- (c) Sensorial experience
- (d) Marquee planning
5. (a) Explain what steps should a retailer follow to design a new retail store ? Explain the ways in which demand for a new retail store (departmental store) can be estimated ? 10
- (b) As an expert, draw a circulation plan and planogram for a new departmental store ? 10
6. (a) What do you mean by service design ? What are the key elements for designing a new service ? 10
- (b) Services are an integral part of retail. Keeping the statement into consideration, prepare a blueprint of service design for an elite class speciality store located in a mall. 10

7. (a) Explain the concept of 'lateral thinking'. 10
What are the various methods or techniques that are used in lateral thinking ?
- (b) What do you understand by '*mind mapping*' ? Draw a mind map by keeping the theme 'education is necessary for all' into consideration. 10
8. Write short notes on : 20
- (a) Retail format designs
 - (b) Principles of design management
 - (c) Innovation leadership
 - (d) Steps in designing a business plan
-