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

**Term-End Examination  
June, 2012**

**MRS-027 : RETAIL AND COMMERCIAL MODELS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any 5 questions. Support all answers with examples, cases, and illustrations, numericals as required.*

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1. In the context of the "Retail life cycle" and the "Wheel of Retailing" theory, discuss the evolution of Indian retail models, elucidating on the formats, difference in store concepts, methods of classification of retail outlets etc. tracing the history from independence to current day situation. 20
  
2. Explain in detail the "retail positioning matrix" with examples and implications of retail positioning matrix for different types of retailers. Take a retail company of your choice and explain in detail the retailing mix as to how they have applied this framework in actual business. 20

3. Distinguish between the following : 5x4=20
- (a) Breadth and depth of merchandise lines
  - (b) Store and non store retailing
  - (c) Retail and retailing
  - (d) Mark up and Mark down margins
4. (a) Explain in detail the steps involved in choosing a retail location including identification, determining potential and trade analysis. Support your theory by taking example of an Indian retail company in a particular city of your choice. 10
- (b) Explain in detail the importance of inventory management in a retail store commercial model, giving advantages and disadvantages of different levels of stock turns and showing calculation of hypothetical examples. 10
5. Explain the following : 5x4=20
- (a) Importance of "same store sales" for an expanding retail company.
  - (b) Difference between gross and net sales
  - (c) Concept of break even sales for retail store
  - (d) Direct and indirect costs in retail store

6. Explain in detail concept of “profit margin accelerators” and elaborate on each of the 4 elements as to how they impact profit of retail store, taking different examples/figures to support your case. 20
  
  7. Elaborate and explain the financial strategy of retailers taking help of “Strategic Profit Model” and illustrate components of both “Profit management” and “Asset Management” in detail. 20
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