

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

**Term-End Examination**

**June, 2013**

**MRS-025 : DESIGN MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is the importance of Innovation in Design Management ? Design Management needs some creating. Do you agree ? Justify your answer with suitable examples. 20
2. What are the critical issues in the store design ? How far consumer behaviour influences store design ? Justify your answer with suitable examples. 20
3. (a) What is the role of research in Design Management ? What are the limitations of Research in Design Management ? 10  
(b) Distinguish between Exploratory Research and Descriptive research with reference to Design Management. Give suitable examples in support of your answer. 10

4. Write *short notes* on following : 5x4=20
- (a) Grid layout
  - (b) T - shaped Individual
  - (c) Mind Mapping
  - (d) Lateral Thinking
5. (a) Discuss the importance of store location in Retail business with suitable examples. 10
- (b) What are the elements in store layout ? Discuss them in brief. 10
6. What do you mean by Fixture Planning ? What is the need for fixture planning in Design Management ? What are the limitations of fixture planning ? 20
7. (a) What is Innovation ? Explain design as a means of Innovation and Innovation Management with suitable examples. 10
- (b) What is Innovation Leadership ? What are the advantages and limitations of Innovation Leadership ? 10
8. Write *short notes* on the following : 5x4=20
- (a) Visual Merchandise
  - (b) Red hat and Black hat of six hats model
  - (c) Sensorial experience
  - (d) Steps in designing a business plan
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