

**MASTER OF BUSINESS ADMINISTRATION
(MBARS)**

Term-End Examination

June, 2014

**MRS-026 : RETAIL PERFORMANCE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

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

1. Explain different types of Retail Models and different criteria to determine them. 20
2. Illustrate with examples the classifications of different Retail Models along with their Sub-Models. 20
3. Explain what is SIS and Consignment Sales and how does it work in Multibrand retail Model ? 20
4. What is concept of Positioning ? What are the different tools used to understand them in retail ? 20
5. What is Business and Marketing Strategy and how is it formed for retailing of Services ? 20
6. What are the different Models of Business Plan Formulation ? 20

7. Write short notes on with examples : 4x5=20
- (a) Own Employee
 - (b) Contract Employee
 - (c) Concept of EBIDTA
 - (d) Stock turn and its commercial impact
8. Discuss the concept of width and depth in merchandising. Use suitable example of retail. 20
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