

00344

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

Term-End Examination

June, 2014

MRS-027 : RETAIL AND COMMERCIAL MODELS

Time : 3 hours

Maximum Marks : 100

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

1. Retailers seek to meet local consumer needs by customizing assortments, store Layouts, merchandisable and non-merchandisable space, and unique promotions. Explain and elucidate with suitable example. **20**
2. Explain the following with examples : **10+10**
 - (a) 3-D store plan visualization and maintenance
 - (b) Single common relational database
3. (a) What are the ways to increase fill rate ? **10+10**
(b) What are the advantages of Optimum level of stocks ?
4. (a) What is Break Even point ? **10+10**
(b) Advantages and disadvantages of low cost returns.

5. Distinguish between the following : **10+10**
(a) People Performance and Process Performance
(b) Direct and Indirect Cost
6. Explain the following Acronym : **4x5=20**
(a) GMROF
(b) POS
(c) SOP
(d) YOY
7. Briefly Comment on the following : **10+10**
(a) Retailers are able to improve the retail space planning process utilizing advanced merchandising rules.
(b) The solution provides tools for analyzing store layouts and planning space usage at the macro level.
8. Write short notes on the following : **4x5=20**
(a) Planogramming
(b) Space Hire
(c) Auxiliary Services
(d) Perpetual Stock
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