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Register Number:

6800

Name of the Candidate:

M.B.A.(Retail Management) DEGREE EXAMINATION – 2012
(FIRST YEAR)
(PAPER-VIII)

180. STRATEGIC POLICY AND PLANNING FOR RETAIL

December)

Maximum: 75 Marks

(Time: 3 Hours

SECTION-A

Answer any FIVE Questions **(5×3=15)**
All questions carry equal marks

1. Define the term SWOT.
2. What is meant by strategic Alliances?
3. Mention the levels of strategy.
4. Define Corporate Governance.
5. Define Power.
6. Define Reorganisation.
7. What is meant by diversification?
8. What do you mean by production concept?

SECTION-B

Answer any THREE Questions **(3×10=30)**
All questions carry equal marks

9. Discuss the role and functions of WTO towards international business.
10. Explain the retail business level strategy.
11. Explain the process of designing the organisational structure.
12. Explain the salient features of economic environment.
13. Explain the evaluation and control of strategy.

SECTION-C

Answer any ONE Question **(1×15=15)**

14. Explain the concepts of marketing.
15. Explain the types of retail environment and its constituents.
16. Explain the operational aspects of strategy implementation.

SECTION-D

COMPULSORY **(1×15=15)**

17. Briefly discuss the social responsibility of retail business towards shareholders, employers and customers.
