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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(DESIGN MANAGEMENT)****(FIRST YEAR)****120: RETAIL REVOLUTION IN INDIA**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. Define retail management.
2. List any four MNC retailers in India.
3. What are super markets?
4. Define non-store formats.
5. Differentiate between retailing and franchising.
6. List any four types of retail stores.
7. Brief the concept of factory outlet.
8. Brief the concept of supply chain management in the context of retailing.

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Explain the consumer behaviour in India.
10. Describe textile and time wear retail segments.
11. Explain the factors affecting retail growth in India.
12. Explain retail store classification in detail.

SECTION- C**(1×15=15)****Answer any ONE question**

13. Explain the categories in Indian retail sector.
14. Explain the challenges of Indian retail sector.
15. Explain the structure of retail industry.

SECTION- D**(1×15=15)****(Compulsory)**

16. Choose any one retail segment in India on your choice and explain its current trends.
