

Total No. of Pages: **1****7065**

Register Number

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, May 2015****(DESIGN MANAGEMENT)****(SECOND YEAR)****250: FASHION RETAILING**

Time: Three hours

Maximum: 75 marks

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

1. What is Strategic Planning?
2. Who are retail customers?
3. What is location analysis?
4. State the importance of financing in retailing.
5. What is merchandise buying?
6. What are sales promotions?
7. State the necessity for a good store layout.
8. What is store design?

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

9. How will you evaluate competition in retailing?
10. Explain supply chain management.
11. Explain the legal environment of retailing.
12. Explain merchandise pricing.

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

13. Explain the importance of market selection in retailing.
14. Explain various advertising strategies followed by retailers.
15. Explain the role of HR in retail administration.

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

16. What are the factors to be considered while deciding store location for a departmental store?

\*\*\*\*\*