

Seat Number of Candidate: _____

Savitribai Phule Pune University

Department of Management Sciences (PUMBA)

MBA, Trimester – IV, External Assessment Examination, October, 2015

Subject Code: 405(G) Paper-2

Name of Subject: Sectoral –Introduction to Retail

Maximum Marks: 50

Time: 3 Hrs

Instructions to candidates

- 1) Attempt any five questions
- 2) All questions carry equal marks

Q1_What will be social and economic impact of retail development in India? Support your answer with relevant data

Q2. Discuss the reasons for the success of franchising as a retail model. Justify with appropriate examples of Indian franchisee success stories

Q3. Explain the terms –market penetration and market development. Give examples of Indian retailers who have adopted these strategies

Q4. State & discuss the various retail formats. Give suitable examples

Q5. Discuss various challenges for e-retailing in India

Q6. “Retail stands at the center of tangibility & intangibility continuum, involves product selling coupled with service” Discuss the various methods of training & development of the store employees to keep them highly motivated. Give suitable examples of Indian retailers

Q7. Write short notes on any two of the following:

- a. Key skill sets requirements in e-tailing
- b. Differentiate between a convenience stores & departmental stores.
- c. Salient features of FDI in retail in India
