

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830014

Date: 27-05-2015

Subject Name: Retail Operations (RO)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What is retailing? Discuss different Categories of retailers. **07**
(b) Discuss basic components of store atmosphere with its importance. **07**
- Q.2** (a) Considering the Indian culture what do you think is more suitable, organized retailing or unorganized retailing? What is the impact of organized retailing on unorganized retailing? **07**
(b) “Location is the key to success for a retail business and should be selected carefully after evaluation various aspects”- discuss. **07**
- OR**
- (b) Write a detail note on types of locations for a retail business. **07**
- Q.3** (a) What do you mean by Operations Management in retail business? As a retail store manager what kind of operational issues you have to face? **07**
(b) Write a short note on: (I) Crisis Management **07**
(II) Insuring issues in retailing
- OR**
- Q.3** (a) What do you mean by personnel productivity? As a retail store manager what strategies you will adopt to maximize personnel productivity? **07**
(b) Write a short Note on: (I) Space Planning **07**
(II) ABC analysis
- Q.4** (a) Discuss the Herfindahl – Herschman Index for evaluating a trading site. **07**
(b) What do you mean by gap in customer service? How such gaps can be measured? **07**
- OR**
- Q.4** (a) “Efficient customer services can be considered as business strategy to create unique proposition” discuss the statement in context of principles of customer service. **07**
(b) What do you mean by store layout? Explain types of retail layout? **07**
- Q.5** (a) What is surplus management? Write a note on surplus management. **07**
(b) “Information Technology has totally changed the face of retailing” – Discuss. **07**
- OR**
- Q.5** (a) Write a note on continues stock tacking system with its merits and demerits. **07**
(b) What are the factors for growth of retailing in India? What challenges India has to face in global retailing? **07**
