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Register Number :

6964

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(DESIGN MANAGEMENT)

(SECOND YEAR)

(PAPER – II)

250 — FASHION RETAILING

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

Each question carries 3 marks.

1. Write short note on :
 - (a) Retailing
 - (b) Retail market structure
 - (c) Retail market strategy
 - (d) Store layout and design
 - (e) Financial strategy
 - (f) Pricing
 - (g) Promotion mix
 - (h) Retail organization.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

Each question carries 10 marks.

2. Explain Retails Market structure.
3. Discuss Retail Market strategy.
4. Explain various financial strategies in retail market.
5. Elucidate store location.
6. What are the planning merchandise assortments?

SECTION C**Answer any ONE question.****(1 × 15 = 15)****Each question carries 15 marks.**

7. What are the integrated retail distribution and information system?
8. What are various pricing methods?
9. How to effectively manage the store employees?

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

10. Mr. Kumar is the owner of a leading grocery stores located in Velacherry of Chennai district in Tamil Nadu. Mr. Kumar started his grocery cum departmental store at the age of 23 and running it quite profitably for the past 30 years. He has earned goodwill among many customers in and around the area. Mr. Anbu, his son has finished his graduation in management, is very much interested in managing his father's grocery store. One day, he had an argument with his father regarding modernization of his store with computer billing, AC, more sales people and was of opinion to compete with the leading MNC retails stores started newly. Mr. Kumar did not agree to it?
 - (a) As an expert, whom did you support? Justify your answer.
 - (b) If you are in the position of Mr. Anbu, what steps would you take to modernize the store?
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