

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Semester –III Examination Dec. - 2011**

**Subject code: 839901**

**Date: 20/12/2011**

**Subject Name: Retailing-I**

**Time: 10.30 am – 01.30 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)** There must have remained certain socio-economic drivers after the Retail change in India. Discuss. **07**

**(b)** “The world of Retail is filled with challenges..” Discuss. **07**

**Q.2 (a)** Discuss the classified categories of retail formats. **07**

**(b)** Develop a retail strategy for upcoming Ethnic Clothing Brand ‘Prashanti’ in Ahmadabad. **07**

**OR**

**(b)** Discuss the McNair’s Theory of Retailing. **07**

**Q.3 (a)** Elaborate on Retail Location Selection. **07**

**(b)** Write on The Herfindahl –Herschman Index. **07**

**OR**

**Q.3 (a)** Write a note on tools used for Virtual Merchandising. **07**

**(b)** Discuss the International Expansion strategy of retailing. **07**

**Q.4 (a)** Write a note on The Role of Human Resource Management in Retail.. **07**

**(b)** Briefly outline the major types of franchising. **07**

**OR**

**Q.4 (a)** ‘Internet Retailing has changed the style of Retailing’. Explain. **07**

**(b)** What are the factors that affect the Retail Pricing Policy? **07**

**Q.5 (a)** For different retailing practices, different pricing strategies are to be adopted. Isn’t it? **07**

**(b)** Legal Compliances for HR in retail industry. **07**

**OR**

**Q.5 (a)** Write a note on VMI **07**

**(b)** Write on Clothing and Textile retail sector **07**

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