Seat No.: _____ Enrolment No._____

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**

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