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Total No. of Questions : 5]

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**W-2988(A)**  
**M.B.A. (Fourth Semester) Examination,**  
**(Second Chance) June-2020**

**RETAILING**

**Paper -MK-03**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note :** Attempt **all** questions. All questions carry equal marks.

- Q.1. What is retailing? What are the factors responsible for growth of retail industry in India? Justify your answer by giving relevant examples.
- Q.2. Describe the factors affecting choice of layout and design of a retail store.
- Q.3. How store operations are important in retailing? How the servicing to customers increases the efficiency of retailing?
- Q.4. Highlight the advantages of retail information system and explain its impact on the retail strategies of the companies.
- Q.5. Discuss the various factors that retailers should consider while planning their retail merchandise for their business.

