6. What are the various factors influencing establishment of malls?

5. Trademarks.

4. Write a brief note on Patents, copy rights and trademarks.

3. State the role of HRM in Retail.

2. Write a note on the various software applications in the financial services industry.

1. Explain the application of marketing techniques in brand management.

Examine the role of Retailing in banking and answer any FIVE questions out of the following:

PART A - (5 × 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

(2012-2013 Batch Onwards)

RETAIL PLANNING AND LEGAL ISSUES

Retail Management

Third Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014.

MFRM 3003
7. Give a detailed account on 'Unfair Trade Practices'.

8. Give a detail note on pricing model.

   PART B – (5 × 10 = 50 marks)

   Answer any FIVE questions out of the following.

9. Explain about strategic management of social marketing.

10. Explain the various techniques adopted for service marketing.

11. Write a brief note on MIS and its application of ERP.

12. Give a detailed account on importance of supply chain management.

13. What is management of obsolete goods? State various forms of obsolescence.

14. Mention the techniques used to identify the training needs of employees.

15. Give an account of the standards of weight and measures act applicable to a retail store.

16. Given a detail account of quality management system (QMS).

17. Case study.

   Star retail India Ltd. (SRIL) is now emerging as India’s first hyper market chain. Hyper markets are essentially discount stores. The SRIL hyper market stores are expected to offer the products that are 25–31 percent lesser than the market price. SRIL calls its hyper markets stores F as star Bazaar. An ambience that attracts the family as a whole is what SRIL aims at in the star Bazaar. Modeled along the lines of global hyper market chains like Wal-Mart, the star Bazaar will stock several product categories. The present estimate is that it will stock close to 1.5 Lac items across 20 product categories including utensils pharmaceuticals, electrical items hardware and food and provisions. SRIL is developing major shopping malls in Bazaar store was opened sq. ft space. Network of star Bazaar in all the country. SRIL’s first star in Hyderabad it has 60,000.

   Through its hyper market endeavor, SRIL is all set run Indian’s biggest retail stores in different cities in terms of space occupied. All the mall owners now view the SRIL hyper market chain as attractive anchor tenants for their malls.