

BharatiVidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:		MEGHA SEHGAL	
Course code	335	Class:	MBA	Semester:	III

Subject:	RETAIL STORES AND OPERATIONS
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) What do you mean by retailing? Explain its advantages & limitation.
- b) Discuss the factors responsible for the growth of organized retail in India.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Explain the factors influencing Indian Retail Industry.
- b) Explain the need and importance of visual merchandising in retail outlet.
- c) Explain the strategic retail planning process.
- d) What do you mean by supply chain management?

Q.3) Write Short Notes on (**ANY TWO**) (08)

- a) Operation Management
- b) Objectives of good store design
- c) Mall Management
- d) Quick Response System