

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B.Tech CSE (ECRA)

Subject (Course): Retail Business Model & Processes

Course Code : CSIT 201

No. of page/s: 02

Semester – III

Max. Marks : 100

Duration : 3 Hrs

Section –A
(Attempt all Questions each carrying 4 marks)

20 Marks

- Q1. What is retailing? Explain some of the important characteristics of retailing.
- Q2. What are Power Walls? What is the effect of Power Walls in a Retail Store?
- Q3. Explain two other popular methods in addition to Franchising by which businesses expand their market.
- Q4. Explain the difference between Indian Retailing and Global retailing.
- Q5. How Self Service Offerings boosts the retail business? Explain some of the benefits of Self Service Kiosks.

Section – B
(Attempt all Questions each carrying 10 marks)

40 Marks

- Q6. What do you mean by Organized and Unorganized Retailing? Explain the challenges for organized retailing in India.
- Q7. Lighting plays a critical role in the retail environment. Discuss.
- Q8. What do you understand by term CRM? How a CRM Integration helps Retail Businesses.

Or

What is POS? Explain its components and benefits in retailing.

- Q9. What do you mean by International Retailing? What are the challenges in International Retailing?

Section – C

40 Marks

(Attempt all Questions each carrying 20 marks)

Q10. Explain the various retail formats available in India giving an example of each.

Q11. Considering an example of an apparel store, explain the main elements (both interior and exterior) of a Store Design.

Or

Explain in detail different energy management and renovation strategies in Retail Business.



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Section –A
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20 Marks

- Q1. What are the factors that should be considered for retailing?
- Q2. What are the different formats of Floor plan for a Retail outlet?
- Q3. Explain how you can classify the retailers based on Ownership and Strategy Mix.
- Q4. Explain the difference between Indian Retailing and Global retailing.
- Q5. What are the different formats of International Retailing?

Section – B
(Attempt all Questions each carrying 10 marks)

40 Marks

- Q6. What are the main characteristics of Organized Retail Formats and unorganized Retailing.
- Q7. What factors to needs to be considered before Space planning for a retail store?
- Q8. What do you understand by term CRM? How a CRM Integration helps Retail Businesses.

Or

What is the need of Inventory Management? Explain the methods for effective inventory management.

- Q9. What do you mean by International Retailing? What are the challenges in International Retailing?

Section – C
(Attempt all Questions each carrying 20 marks)

40 Marks

- Q10. What do you understand by the term Franchise? Discuss the different Franchise arrangements available and explain the different criteria for selecting a franchise.

Q11. Considering an example of an apparel store, explain the main elements (both interior and exterior) of a Store Design.

Or

What are the methods or tactics that can maximize personnel productivity at work place?