Q1: Discuss the importance and scope of Retailing in India. What are the emerging trends in Retailing in India? Discuss with examples.

Q2(a): Write note on different Retail formats in India and abroad and their unique characteristics.
(b): The Retail Life Cycle.

Q3: What type of Strategic Planning decisions are involved in Retailing? How these decisions influence operations management of Retail Store? What role Retail Outlet Location play in this respect? Discuss with examples.

Q4: What are strategic decisions with respect to store design and its layout? How to make the design and layout effective in influencing the target customers and helps improve consumer behavior in Retailing? Discuss with examples.

Q5: Discuss the GAPs model of Customer Service in Retailing. What types of customers and other gaps exist? What strategies are used to bridge these gaps? Give examples.

Q6: What are Retail Audits? What are the performance matrices of Retail Outlets? Discuss the process involved.

Q7: Write notes on the following:
(a) Ethical Issues in Retailing
(b) Methods of CRM practiced in Retailing.

Q8: Write a detailed note on Merchandise Planning and Merchandise Pricing. What is the concept of EDLP in Retailing? Discuss with examples.