

Total No. of Pages: 1

7010

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

264. RETAIL FINANCE ANALYST

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. Define Inventory.
2. What is Forecasting?
3. Write short note on Stock Turnover.
4. What is Merchandise Mix?
5. List down the objectives of Pricing.
6. Write short note on Vendor Interaction.
7. What is Penetration Pricing?
8. Define Logistics.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Explain the concept of unit control systems.
10. Difference between competition oriented pricing and demand oriented pricing.
11. Difference between Ethics and law.
12. Explain the various process of merchandise forecasting and budgeting in Retail Industry.
13. Explain the objectives of Inventory Valuation.

SECTION–C

(1×15=15)

Answer any ONE question

14. Discuss the importance of Inventory Planning.
15. Explain the various function of Merchandise Logistics.
16. Discuss the law in relating for employee theft.

SECTION–D

(1×15=15)

(Compulsory)

17. Explain the recent trends in Retailing.
