

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (RM) 2017 – 19 – IV TRIM
Property Management & Store Operations

Total Marks: 50

Date : 18th September 2018

Time : 3 Hours

Note:

- 1) Answer all questions**
- 2) Q1 is Compulsory and carries 20 marks**
- 3) Q2 to Q4 carries 10 marks each**

Q1 How will you differentiate between “Value” and “Lifestyle’ retailing? What are the important factors from store operations point of view? Why Value retailers are growing globally and are dominating retail industry?

Q2 Discuss different types of “Customer Analytics and Ratios’. How do they help the Retailers to understand their customer’s likes, preferences and infra-structural issues.

OR

Q2 Enumerate different product and pricing strategies in organized retail.

Q3 What are the levels of Location decision and its determining factors while selecting a site for a store?

OR

Q3 Discuss different operational tools for the better management efficiency.

Q4 Write short Notes on (ANY 2) of the following

- a) HR Policies in retail
- b) Types of browsers
- c) Types of Floorings
- d) Customer Traffic Analysis