

Roll No.

Total Pages : 3

243307

May, 2019
MBA - III SEMESTER
Retail Management (MBA/MM-215)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. Briefly explain the following :
 - (a) Organized retail. (1.5)
 - (b) Store layout. (1.5)
 - (c) Retail research. (1.5)
 - (d) Franchisee. (1.5)
 - (e) Markups in merchandise management. (1.5)
 - (f) Importance of retail service quality management. (1.5)

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- (g) Online retailing. (1.5)
- (h) Importance of human resource in retailing. (1.5)
- (i) Factors influencing retail shopper behaviour. (1.5)
- (j) Role of personnel selling in retailing. (1.5)

PART-B

2. What are the different criterion to be considered for evaluating general retail locations and the specific sites within them? (15)

3. "An appropriate retail strategy provides strategic advantage to the retailers." Comment. Also explain the various steps which are covered under the process of strategic retail planning. (15)

4. (a) What are the emerging trends in retail advertising and how it influences the retail store image? (7.5)

(b) What is visual merchandise management? Explain the factors influencing it. (7.5)

5. (a) Explain the scope and importance of retailing. (7.5)

(b) What is the role of technology in store operating processes? (7.5)

6. (a) What role an effective and efficient supply chain plays in retail management? (7.5)

(b) Comment on the future of retailing. (7.5)

7. Write short notes on :

(a) Retail audit. (7.5)

(b) Customer relationship management in retailing. (7.5)