

**December 2022**  
**MBA (Ex.) 3<sup>rd</sup> SEMESTER**  
**Retail Management (MBA(E)/MM-215)**

Max. Marks:75

Time: 3 Hours

- Instructions:**
1. It is compulsory to answer all the questions 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**

- Q1 (a) What is the role of retailer in supply chain management? (1.5)
- (b) Write how retail strategy helps retailers to earn profits for themselves. (1.5)
- (c) List out the scope of retailing. (1.5)
- (d) Why customer service is important for a retailer in case of a banking institution? (1.5)
- (e) Write the features of a convenience store. (1.5)
- (f) Discuss the role of retail technology in store operating processes with one example. (1.5)
- (g) What are private labels? Give one example. (1.5)
- (h) Why merchandising is the most important process for a retailer? (1.5)
- (i) What is the benefit of retail audit for retailers? (1.5)
- (j) Write in brief about the HRM aspects of retail management. (1.5)

**PART -B**

- Q2 'Retail in India is observing a big transformation after COVID-19' Do you agree? (15)  
In light of the said statement discuss the global scenario of retailing.
- Q3 (a) Discuss the future of retailing. (7.5)
- (b) Write in brief about mark ups and markdowns in retailing. (7.5)
- Q4 'Store selection and site selection can lead to earn profits or loose customers for retailers' Justify with relevant examples. (15)
- Q5 Write short notes on:
- (a) Ethical issues in retailing with examples (7.5)
- (b) Role of retail management information system for retail store (7.5)
- Q6 Elaborate how different display strategies adopted by retailers act as an important tool for retail marketing and advertising? (15)
- Q7 Why online retailing is preferred by customers? What is the role of supply chain management in providing timely delivery of goods to customers? (15)