

Roll No.

56091

**MBA (2nd Year) 4th Semester (New Scheme)
Examination – May, 2013**

RETAIL MANAGEMENT

Paper : MBA-423

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided into *two* sections.

Section 'A' comprises 8 short answer type questions (carrying *two* marks each) which is *compulsory* and should *not* exceed 50 words normally. Section-B comprises 8 questions (2 from each unit) the students shall be required to attempt *four* selecting *one* question from each unit. All questions carry equal marks.

56091-2350-(P-4)(Q-9)(13)

P. T. O.

SECTION – A

1. Short answer type questions :
 - (a) State the concept of retailing
 - (b) Define Mark-up Pricing
 - (c) What is Retail marketing strategy
 - (d) Discuss the importance of CRM in retailing
 - (e) Define Store V/s non-store retailing
 - (f) Define circulation plan
 - (g) What do you mean by Grid layout
 - (h) Define chain stores.

SECTION – B

UNIT – I

2. What is retailing. What is the structure of retailing ?
Discuss its various formats.

3. What are the factors that have contributed to the rise of retail in India ? Explain the challenge that global retail will face in India ?

UNIT – II

4. What is franchising ? Discuss the role of franchising in Retailing.
5. What is the importance of locational decisions in retailing ? What are the factors which play a significant role in the locational choice of a Retail store in a city ?

UNIT – III

6. What is price sensitivity in retailing ? What factors affect it ? Discuss various approaches to retail pricing.
7. Under what circumstances could a retailer carry a wide range of merchandise quality without hurting its image ? When should the quality of merchandise carried be quite narrow ?

UNIT – IV

8. How is the Supply Chain Management important in Retailing ? How the effective SCM increases the efficiency of retailing ?

 9. How information technology tools have benefited the retailing business ?
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