

Roll No.

56091

**M.B.A. 2 Year 4th Semester (N.S.)
Examination-May, 2015**

Retail Management

Paper-MBA-423

Time : 3 hours

Max. 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 the examination.

Note : The question paper is divided in two sections. Section-A comprising eight short answer type questions (carrying two marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally) Section 'B' comprising 8 questions (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit. All questions will carry equal marks.

Section-A

1. Short Answer Type Questions :

- (a) Define Mark up pricing.
- (b) What do you mean by Assortment planning?
- (c) Enlist the factors for Store design.
- (d) Define Franchising.
- (e) What do you mean by Price cost trade off?
- (f) Define Multi channel retailing.
- (g) What do you mean by store layout ?
- (h) What are various types of store layout ?

Section-B

Unit-I

2. Define Retailing. What are the emerging trends in Retail Marketing ?

3. Discuss the various stages of consumer decision making and their impact on retail strategy, giving suitable examples.

Unit-II

4. What do you mean by retail franchising and its importance in today's world of retailing?
5. What is the concept of store management? Briefly explain the various types of retail stores.

Unit-III

6. Discuss the various factors that retailers should consider while planning their retail merchandise for their business.
7. How a retail communication mix can be developed for new consumer products?

Unit-IV

- 8. Write a detailed note on Retail Information system with special emphasis on internet.**
 - 9. Write a short note on the importance of Supply Chain Management in retailing.**
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