

(b) Describe the components of a retail communication.

(c) When a consumer dines at an upscale restaurant, what factors determine whether the consumer feels that he or she got a fair value? How does the perception of value differ when that same consumer dines at a fast food restaurant?

7. Describe the pricing decisions involved in the retail strategies used in plain the different pricing of goods.

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8. "Excellent retail chain management revolves around understanding and balancing three key dimensions of availability, inventory and cost". Explain.

9. Retailers have always a big question before them i.e. how they would manage cash flows effectively. Provide handy tips for managing cash flow effectively to operators of retail store.

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Roll No.

56091

**MBA 2 Year 4th Semester (N.S.)
Examination- May, 2016**

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 : Section A is **compulsory**. Attempt **one** question from each unit in Section B. All questions carry equal marks.

Section-A

1. (a) What is meant by Visual Merchandising?
- (b) Specify objectives of Supply Chain Management in retailing.
- (c) What is the need of CRM in retailing?
- (d) What do you mean by Convenience Stores?

- (e) What is meant by employee turnover in a retail store ?
- (f) What is Mark-up ?
- (g) Write two unethical practices practised by a retail store.
- (h) What is Price cost margin ?

Sec 3

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2. What is retailing ? Explain with examples various models of retailing. What are the factors responsible for the growth of retail industry in India ? Explain your answer by giving relevant examples.
3. Explain the following terms with Indian examples.
- (i) Hypermarket
- (ii) Supermarket
- (iii) Discount Stores
- (iv) Offshore Retailer

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Unit-II

4. (a) Describe the factors affecting choice of layout and design of a retail store.
- (b) How do location needs vary and impact location decisions for each of the following business types :
- (i) Retail businesses
- (ii) Service businesses, and
- (iii) Wholesale businesses
5. Discuss the scope and importance of analysing the following while selecting a new retail store site :
- Customer Profiling
 - Mapping Customer locations
 - Competitive analysis
 - Trade area development and mapping
 - Demographics, Census and market data analysis
 - Market potential analysis
 - Analysis of site impact on overall store network

Unit-III

6. (a) Explain in detail about assortment and category management in merchandise planning.