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8. How store operations are important in Retailing ? How servicing to customers increases the efficiency of retailing ?
9. Highlight the advantages of retail information system and explain its impact on the retail strategies of the companies ?

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Roll No.

56091

**MBA 2 Year 4th Semester (N.S.)
2011-13 Examination–May, 2017**

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

S ON - A

1. Write short notes on the following :
- (a) Enlist different functions performed by a Retailer
 - (b) What are the different formats of Retailing ?
 - (c) Define Retailability.
 - (d) Define non-retailing.
 - (e) What do you mean by Retail-Mix ?
 - (f) What do you mean by Destination Stores ?
 - (g) Define E-retailing.
 - (h) What do you mean by Chain Stores ?

S ON - B

T - I

2. What are the reasons for rise of retailing ? Explain the major retail models.

3. What are the factors that have contributed to understand the retail customers ? Explain ethical issues in retailing.

UNIT - II

4. What are the steps in the process of visual merchandise ? Explain.
5. What is the importance of Customer Relationship Management in retailing ? Explain.

UNIT - III

6. What are the steps in the process of merchandise procurement ? What is merchandise hierarchy ?
7. Discuss the recent trends that you see in retail communication mix. Explain.