

Roll No. ....

**56091**

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

**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.

**SECTION – A**

1. Write short note on the following:
  - (a) Discuss different Formats of Retailing.

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- (b) What do mean by Retail Equity ?
- (c) Define Retail-Mix.
- (d) What are Destination Stores ?
- (e) Define Chain Stores.
- (f) What are the reasons for rise of retailing ?
- (g) What are the major challenges for a retailer ?
- (h) Define vendor development.

**SECTION – B**

**UNIT – I**

- 2. What is retailing ? Discuss different theories of retail development.
- 3. What are the factors that have contributed to understand the retail customers ? Explain the ethical issues in retailing.

**UNIT – II**

- 4. What is retail franchising ? Discuss the role of franchising in Retailing.
- 5. What is the importance of Customer Relationship Management in retailing ? Explain.

**UNIT – III**

- 6. Write a detailed note on retail communication mix.

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- 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 supply chain management has impacted the retail strategies of the companies ?
- 9. Write detailed note on retail human resource management.

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