

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]  
(2064)

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MBA 4th Semester Examination

Retail Management (N.S.)

MK-05

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**SECTION - A**

**Short Notes All questions are compulsory**

1. Enlist the activities carried out by a retailer.
2. Mention any four components of external environment influencing retail business.
3. What is lifestyle in retail shopping behaviour?
4. What is impulse buying?
5. Write four applications of IT in retailing.
6. What is In-store promotion?
7. What do you understand by 'global culture' in retailing?
8. Give any four characteristics of Chain Store.
9. What do you mean by Value Delivery in retailing?
10. What will be the key skills required by a retail store manager in the next decade? (2×10=20)

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[P.T.O.]

**SECTION - B****Attempt any FOUR questions**

1. Discuss the scope and prospects of retail sector in Indian context
2. Analyse and explain the choice of location of retail market and positioning of retail shops in Chandigarh or Delhi.
3. Explain with an example, as a retail manager, how will you launch and maintain a Private Label in market.
4. Explain the benefits of advertising to retailers, salesmen and consumers.
5. What are the factors affecting pricing decisions in retail? Discuss.
6. Examine and describe the dimensions of retail market segmentation. (4×5=20)

**SECTION - C****Attempt any TWO questions**

1. Rahul is running a grocery store in a busy residential area of a city having a population of approximately 5 lakhs. For the past 2 years he observes a decline in business due to the entry of some big retail players in the city. Assume yourself as Rahul and discuss the steps that you will take in order to improve your business and to be competitive against the big players.
2. What are the different types of store layouts and designs in retailing? Also explain the factors influencing store layout and design.
3. Describe the similarities and differences between the organisation of Small and large retail companies Why do these similarities and differences exist?
4. What are the factors that affect the buying behaviour of retail shoppers in today's changing retail environment? Discuss in detail. (2×10=20)