

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2125)

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MBA 4th Semester Examination

Retail Management (NS)

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 unique characteristics of modern day retailing.
2. What do you mean by private brands?
3. What is SKU?
4. What is psychological pricing?
5. What is assortment in retailing?
6. Define POS.
7. What do you mean by brick-and-mortar retail store?
8. What is CRM?
9. List out the important communication tools for e-retailing.
10. What is merchandise management? (2×10=20)

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SECTION - B

Attempt any FOUR questions

11. Compare and contrast the retail mixes of convenience stores, traditional supermarkets, hyper markets, and factory outlets.
12. "Setting the retail price of merchandise is a complicated, but the most important aspect of managerial decision making" Comment.
13. What are the different factors responsible for the tremendous growth of retailing in India?
14. Explain the concept of visual merchandising in retailing. Discuss various components of display.
15. What do you mean by retail strategy? Explain the process of retail planning with suitable examples wherever necessary?
16. Explain the role of employees in maintaining healthy customer relations. (5×4=20)

SECTION - C

Attempt any TWO questions

17. What do you understand by non-store retail mix? Is it present as threat to traditional 'Kirana stores' or the other physical retail formats? Describe some emerging retail formats with their types and examples.
18. Carefour; a known foreign retail player wants to enter in Indian market. Suggest Methods that how can they choose the location of their store in India? How will they determine the trade area for a store in India?
19. What is merchandise mix? Explain the constraining factors that affect merchandise mix.
20. Describe the key issues in financial management. How can a retailer measure the financial performance of his/her retail store? (10×2=20)