

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]  
(2124)

1889

**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. Identify the three different kinds of services that retailers may offer.
2. What do you mean by retail marketing?
3. What is retail environment?
4. What is the importance of store layout and design?
5. Definer Store Brands.
6. What are the components of 'retail mix'?
7. What are the most popular tools of Retail Communication Mix?
8. What is Mark-up price?
9. What is Non-Store Retail?
10. What is E-retailing? (2×10=20)

**[P.T.O.]**

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**SECTION - B**

*Attempt any FOUR questions*

11. What factors affect the buying behaviour of retail shoppers in today's changing retail environment?
12. Discuss the stages in retail Consumer Decision Making process.
13. Differentiate traditional retailing from non-traditional retailing.
14. Discuss Franchising model of business in retail.
15. Explain the importance of handling complaints in retailing. What are the methods used for it?
16. What are the major determinants for an ideal merchandising blend for a retailer? (5×4=20)

**SECTION - C**

*Attempt any TWO questions.*

17. What are the factors that have contributed to the rise of retail in India? Explain the challenge that global retail will face in India?
  18. What makes locational decisions in retailing strategic in nature? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store.
  19. What do you understand by retail store image? Explain the importance of retail store image. How do you establish and maintain retail image?
  20. Discuss in detail the scope and prospects of retail sector in Indian context. (10×2=20)
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