

Printed Pages : 2

MBAMK04

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7153

Roll No.

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M.B.A.

(SEMESTER-IV) THEORY EXAMINATION, 2011-12

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** Sections as directed.

Section – A

1. Answer **all** ten questions. **All** questions carry equal marks.

10 × 2 = 20

- What are catalog shops ?
- What is a multi channel strategy ?
- Explain quality and distance theory of retail location.
- What is cross merchandising ?
- Explain category captain.
- What are loss leader schemes of retailers ?
- What is mystery shopping ?
- What is direct selling ?
- What is trading area analysis ?
- What is visual merchandising ?

Section – B

2. Answer any **three** of the following questions.

3 × 10 = 30

- What are the various retailing formats available to a retailer dealing in branded Apparels ? Is it possible to do a relative grading of those formats ? If yes, how ?
- How does the use of technology enhances the efficiency of retail business ? Identify the areas of benefits and limitations.
- Discuss the importance of locational decisions in retailing. What are the factors affecting location choice in a particular city ?
- Explain the objectives of merchandising. What are the considerations a retailer should keep in mind while merchandise planning ?
- Are the factors used in price fixation same or different in case of a manufacturer and retailer ? Explain. Also discuss the popular pricing methods available to a retailer.

Section – C

Answer the following questions in not more than **500** words.

5 × 10 = 50

3. Non-store retailing is surpassing and growing faster than store retailing. Explain with a example of your choice.

OR

What are the major objectives of promoting and communicating a retail store in today's rapidly changing market environment ?

4. Discuss the importance of category management as a strategic tool for growth and profit maximization with a suitable example.

OR

Discuss the major retailing decisions that a retailer should consider while developing and implementing his marketing plans. Illustrate with a suitable example.

5. Customer Service is a key in success of organized retail. Propose a customer service model for an organized retail operating in food retail.

OR

Brick and mortar stores are gradually giving way to virtual stores. How far do you agree with the statement ? Discuss with a suitable example.

6. Food retailing is an emerging market in India. Discuss the strategies adopted by international food retailer McDonalds for grabbing Indian market.

OR

How the knowledge of consumer does help a retailer in the formulation of business strategies ? Discuss with special reference to international retailing.

7. Write short notes on any **two** of the following :

- (i) Store Atmospherics
- (ii) Key issues in retail financial management
- (iii) Trends in international retailing
- (iv) Factors influencing the Human Resource Decisions in retailing.