



Hall Ticket No

--	--	--	--	--	--	--	--	--	--

Question Paper Code: CMB416

MBA IV Semester End Examinations (Regular) - May/June, 2018

Regulation: -R16

**RETAIL MANAGEMENT
(MBA)**

Time: 3 Hours

(Elective : Marketing)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

UNIT - I

- (a) What is retailing and explain the challenges in retailing. [7M]
(b) Explain the basis for classification of retail store? Describe the major types of retail stores. [7M]
- (a) List various theories of retailing. Explain any two theories of retailing in detail. [7M]
(b) Describe the recent trends in the Indian retail sector. Explain the factors underlying the trends of modern retail in India. [7M]

UNIT - II

- (a) Describe in detail the life style of Indian shoppers with respect to social factors and psychological factors. [7M]
(b) Explain the Indian retail shopping environment with examples [7M]
- (a) Explain various strategies adopted by retail sector in influencing the shopping behavior -Elucidate with examples. [7M]
(b) Define shopping behavior. Explain personnel factors that influence the shopping behavior. [7M]

UNIT - III

- (a) Briefly explain the classification of retail formats and give examples for each format. [7M]
(b) Discuss the demand side of retailing with demand curves? Explain the non price decision in retailing. [7M]
- (a) Distinguish between the various types of retail competition [7M]
(b) Describe briefly the various store attributes and their impact on customer perception for retail stores. [7M]

UNIT - IV

- (a) Discuss in detail the various pricing strategies used by retailers when setting prices. Discuss the factors to be considered when pricing. [7M]
(b) What is retail supply chain management? Why is it important in retailing? [7M]

8. (a) Discuss briefly the need and importance of inventory management in retail industry. [7M]
(b) Define retail supply chain management and discuss the objectives of supply chain management in retailing. [7M]

UNIT – V

9. (a) How can retailers make customers to visit their stores more frequently and buy more merchandise during each visit. [7M]
(b) How does customer decide which retailer to go to and merchandise to buy. [7M]
10. (a) What do you understand by retail buying groups? How do buying groups works. [7M]
(b) What are the different types of stores layout? Describe the factors that influence retail store and design. [7M]

— o o O o o —

firstranker.com