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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**

1. (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]
2. (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

3. (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]
4. (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

5. (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]
6. (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

7. (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]

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