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Code No: 724AC
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, January-2018
RETAILING MANAGEMENT
Time: 3 hours
Max.Marks:75

Note: This question paper contains two parts A and B.
 Part A is compulsory which carries 25 marks. Answer all questions in Part A.
 Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A
5 × 5 marks = 25

1. Explain briefly on the following:
 - a) e-tailing. [5]
 - b) psychographic profile of an Indian shopper. [5]
 - c) Retail Format [5]
 - d) Supply Chain Management. [5]
 - e) Negotiations in retail trade. [5]

PART - B
5 × 10 marks = 50

- 2.a) Write the basic structure of Indian Retail Industry
- b) Explain the role and impact of FDI in Retailing. [5+5]
- OR**
- 3.a) Explain the evolution of Retailing in India
- b) Discuss the concept of Service Retailing. [5+5]
- 4.a) Discuss the influences of demographics of Indian shoppers on Retailing
- b) Comment on Socio-Cultural factors influences on Retailing. [5+5]
- OR**
- 5.a) Write an essay on the Lifestyle influences of Indian Shoppers in Retailing.
- b) "Shopping patterns in India is an important concept in the study of Retailing". Discuss. [5+5]
- 6.a) Discuss the factors influencing the choice of Retail Location.
- b) Explain the elements of Retail Store Atmosphere. [5+5]
- OR**
7. Differentiate Store based and Non store based Retailing with relevant example. [10]
8. Examine the different Pricing strategies adopted in retailing with examples. [10]
- OR**
9. Explain the concept of Supply Chain Business Process in Retailing with examples. [10]
10. Explain the assortment planning of a retailer with relevant examples. [10]
- OR**
11. Give an account of the buying process of retailers by categories with relevant examples. [10]

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