

**R15****Code No: 724AC****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, December - 2018****RETAILING MANAGEMENT****Time: 3hours****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. Answer the following in about 5 sentences each:
  - a) Infer the utilities of retailing. [5]
  - b) Outline the lifestyle of Indian middleclass shopper. [5]
  - c) How would you classify retail units on the basis of ownership? [5]
  - d) State the objectives of pricing. [5]
  - e) Highlight the need for a proper merchandise plan. [5]

**PART - B****5 × 10 marks = 50**

2. Write a detailed note on the history of retailing. [10]
- OR**
3. Examine the merits and demerits of FDI in retail sector in India. [10]
4. Illustrate with suitable example the impact of culture on Indian shopping behavior. [10]
- OR**
5. Elaborate the psychographic profile of the Indian shoppers. [10]
- 6.a) Give out the classification of store and non-store retailers.
- b) Compare and contrast the advantages and disadvantages of store and non-store retailing. [5+5]
- OR**
7. Elucidate the importance of non-price decisions in retailing. [10]
8. Critically analyze the features of different pricing strategies. [10]
- OR**
9. Draw a suitable diagram and discuss the steps in the supply chain business process. [10]
10. Explain the characteristics of organizational buying. [10]
- OR**
11. Discuss the pros and cons of various types of store layouts and designs. [10]

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