

Code No: 724AC

R15**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, December - 2019****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.a) Explain the meaning of retailing and state the types of retailing. [5]
- b) Explain the shopping process. [5]
- c) What are the non-price decisions taken by retailers? [5]
- d) Explain in brief about the Interactive Pricing Decisions. [5]
- e) What is retail buying behavior? [5]

PART - B**5 × 10 Marks = 50**

2. Write a short note on Service Retailing. [10]
- OR**
3. Explain in detail about the structure of Indian Retail Industry. [10]
 4. Describe the Psychographic profile of Indian shoppers. [10]
- OR**
5. Shopping environment in retailing is very important. Why? [10]
 6. Differentiate ownership-based and store-based formats. [10]
- OR**
7. Explain about Value Based Model of store format choice. [10]
 8. Define Supply Chain Management and write about the drivers of SCM. [10]
- OR**
9. What is the role of SCM networks in retailing? [10]
 10. Do you believe that Store Design is essential in Retailing? Why? [10]
- OR**
11. Write a short note on Store Layout. [10]

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