

**R15**

Code No: 724AC

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, April/May-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) Write short notes on FDI in Retailing business. [5]
- b) Explain the life style of an Indian Shopper. [5]
- c) Explain the demand side of retailing. [5]
- d) What do you understand by Retail Logistics Management? [5]
- e) Explain the concept of positioning of merchandise. [5]

PART - B**5 × 10 marks = 50**

2. List out challenges that are being faced by retailers globally. How can they be faced? [10]

OR

3. What is Retail? Elucidate the functions of a Retailer. [10]

4. How demographic and psychographic data helps the shopper in understanding about diversity of retail in India? Explain in detail. [10]

OR

5. Describe the factors which influence the retail shopper in decision-making process. [10]

6. Describe the tasks which are to be performed in a Retail Store. [10]

OR

7. Explain the various steps which are involved in a retail location selection. [10]

8. Elaborate the pricing strategies that may be adopted by a retailer. Which strategy, in your opinion, is best? Why? [10]

OR

9. What is Supply Chain Management (SCM)? What is the framework for analyzing the issues in SCM? [10]

10. Explain the concept of six month merchandise plan with an example of your choice. [10]

OR

11. Highlight the importance of Stores Design and Layout with an example. [10]

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