

CODE NO: R7-312/MBA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-III Semester Regular Examinations February -2010

RETAILING MANAGEMENT

Time:3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal marks**

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1. Explain different types of retailing formats with appropriate examples.
2. Explain strategic retail planning process.
3. How do you design the organizational structure for a retail firm?
4. Explain how retailers manage their merchandise? Illustrate.
5. How price adjustments are resorted to by the retailers? Analyze how pricing is used as a trigger to simulate retail sale.
6. What are the factors affecting the attractiveness of a site for location of a retail outlet? Discuss.
7. What are merchandise presentation techniques? Illustrate?
8. What is the role of CRM in retailing ? Explain.
