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Register Number :

6932

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(APPLIED MANAGEMENT)****(SECOND YEAR)****270 — MANAGEMENT OF RETAIL OPERATIONS**

Time : Three hours

Maximum : 75 marks

SECTION A**Answer any FIVE of the following questions. (5 × 3 = 15)****All questions carry equal marks.**

1. What is retail market?
2. What is marketing mix?
3. What is supply chain management?
4. Write short note on store management.
5. Define retail pricing.
6. Define CSR.
7. What is ethical business?
8. What is E-business?

SECTION B**Answer any THREE questions. (3 × 10 = 30)****All questions carry equal marks.**

9. Explain the types of retailing.
10. Discuss briefly service retailing.
11. What do you understand by retail space utilization and traffic management?

12. Write the types of retail location.
13. Explain briefly the human resource management issues.

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

14. Explain the concept of life cycle in retail.
15. What are the policies/strategies adopted in retail pricing?
16. Discuss the role of internet and information technology applications in retailing business.

SECTION D**(Compulsory)****(1 × 15 = 15)**

17. Discuss various types of retail formats. What are the challenges faced by the retailers from the organised and unorganised retail sectors?

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