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Register Number :

7039

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.**(BUSINESS APPLICATIONS)****(SECOND YEAR)****290 — MANAGEMENT OF RETAIL ENTERPRISES**

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions. (5 × 3 = 15)
All questions carry equal marks.

1. Define retailing.
2. What is supply chain management?
3. Explain about retail market strategy.
4. What is retail promotion?
5. What is retail credit?
6. What is visual merchandising?
7. What are different types of pricing?
8. Explain customer relationship in retailing.

SECTION B

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

9. Discuss the role of accounting and inventory control in retailing.
10. What is retail communication mix?
11. Explain about the concept of buying function.
12. Bring the factors influencing retailing.
13. Explain the current strategies of retailing.

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

14. Explain the importance of strategic planning.
15. What are the factors influencing site selection in retailing?
16. Discuss in detail the strength and weakness of retailing.

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

17. Discuss about the development and growth of retailing.
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