

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, May / June 2018

Subject: Retail Management

Paper – MB – 205 – 4

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Retaining
- 2 Retailing in rural India
- 3 Franchising
- 4 Category Management
- 5 Licence Contract

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) What are the emerging trends in retailing in India?
OR
b) Explain the relationship between retailing and economy.
- 7 a) Explain the state of retail business in Food, Health and Home Furniture.
OR
b) Explain the evolution of International retailing.
- 8 a) What is the role of Relationship Marketing in Retail Management?
OR
b) Explain retailing in banking and other financial services.
- 9 a) Explain various retailing strategies.
OR
b) How do you design store layout? And also explain Visual Merchandising.
- 10 a) What is the procedure for developing and implement the CRM program?
OR
b) Discuss the concept of Intellectual Property Rights, copy rights and trade marks.
