

R07

Code No: MA305

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, January 2011

RETAILING MANAGEMENT

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

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1. Describe the retailing landscape of India clearly bringing out the changes that have been taking place in the recent years?
2. a) What are the factors that affect the buying behaviour of a retail shopper?
b) What are the challenges posed by new consumer to retailer?
3. a) Why strategic planning is so important to retailing?
b) What are the components of strategic planning for retailing?
4. a) What employee needs are to be considered while determining the benefits package and terms of employments to retailing personnel in metros of India?
b) What are the competencies to be looked into for hiring supervisory staff for retailing?
5. a) What is the importance of sourcing of merchandise?
b) What is private label and what is their significance to retailing?
6. Explain the various techniques for pricing in retailing?
7. a) How does IT contribute to effective store management in retailing?
b) How can successful store management lead to store loyalty?
8. Explain the various theories for store location and their merits and demerits?
