

R09

Code No: E5315

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, Jan/Feb 2011

RETAILING MANAGEMENT

Time: 3hours

Max. Marks: 60

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

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1. a) What are the various functions carried out by a retailer?
b) What are the characteristics of a multiple chain store?
2. a) What are the major components of a retail mix?
b) What are the roles and responsibilities of HR manager in retailing management?
3. a) What is meant by depth and width of merchandise? What is its importance?
b) What are the advantages and disadvantages of buying merchandise centrally?
4. What are the various factors that determine pricing of merchandise in retailing?
5. a) What are the key elements of retail store operation?
b) What is atmospherics? What is its importance to the image of the store?
6. a) What is Reilly's law? What are its merits and demerits in location planning?
b) What factor will you take into account for choosing a location for men's wear store?
7. a) What makes organized retailing attractive proposition in India?
b) What is the contribution of IT in effective retailing strategy?
8. Write short notes on any **three**
 - a) Stock keeping unit
 - b) Footfalls
 - c) Non store retailing
 - d) Visual Merchandising.
