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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Retail Management

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S004

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Explain the concept of "Impulsive Buying Behaviour".
- b) What is the relevance of retail layout?
- c) What is loss leader pricing?
- d) What are the four types of retail store layout?
- e) Define dynamic pricing in retailing.
- f) What is the point of purchase display?
- g) What do you understand by visual merchandising?
- h) Who is a channel captain in the distribution system?
- i) Explain the term GMROI.
- j) Define CRM.

Part-II

Q2 Only Focused-Short Answer Type Questions - (Answer Any Eight out of Twelve)

(6 x 8)

- a) What are the elements of retail marketing mix?
- b) Explain the different types of organized retail format with suitable examples.
- c) How economic and political factors impact on the retail environment?
- d) Describe the factors to be considered to have an effective retail pricing decision.
- e) Discuss the challenges and opportunities prevailing in global retailing sphere.
- f) What are the duties and responsibilities of store manager?
- g) What are the steps of personal selling in Retail?
- h) Write a short note on "Retail Supply Chain Management".
- i) Explain the factors those influence choice of retail location.
- j) What is retail inventory? Discuss.
- k) Differentiate between logistics and inventory management.
- l) What is the difference between Speciality stores and Discount stores?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16x2)

- Q3** Explain the importance of supply chain management and logistics in service retailing and product retailing in India by giving suitable examples. **(16)**
- Q4** Describe the process of setting a price for the retail product. Discuss the various pricing strategies useful to leverage demand-supply fluctuations in dynamic market scenario. **(16)**
- Q5** Explain in detail about the different factors affecting retail consumers' buying decisions. Describe the decision making process in retail. **(16)**
- Q6** Define Merchandising. Discuss its importance and scope in retail business. Enumerate the factors that retailers should consider while merchandising objectives. **(16)**