

**MP-602**

December - Examination 2015

**MBA IInd Year Examination****Retail Management****Paper - MP-602****Time : 3 Hours ]****[ Max. Marks :- 80**

**Note:** The question paper is divided into three sections A, B and C.

**Section - A**

8 x 2 = 16

**Note:** Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) What is retailing?
- (ii) What are category killers?
- (iii) Define advertising.
- (iv) Define merchandise.
- (v) What is store layout?
- (vi) List the elements of visual merchandising.
- (vii) What do you mean by single brand FDI?
- (viii) What is In-store retailing?

**Section - B**

4 x 8 = 32

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Discuss direct selling in detail. Is it different from multi-level marketing?
- 3) Explain the functions of retailers.
- 4) Discuss the STP approach in retail.
- 5) Describe various types of advertising in modern retail with relevant examples.
- 6) What do you mean by store design? Discuss elements of store design.
- 7) Explain the process of staffing in retail.
- 8) Write brief notes on:
  - (i) Wall fixtures
  - (ii) Window display
- 9) Explain the SWOT of FDI in Retail in India.

**Section - C**

2 x 16 = 32

**Note:** Answer **any two** questions within 500 words for each.

- 10) Discuss the major advantages and disadvantages of online retailing.
- 11) Briefly explain the various methods of merchandise pricing.
- 12) Discuss the factors to be considered for finalising retail store location.
- 13) What are the major duties and responsibilities of a stores manager? Explain.

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