MP-602

December - Examination 2016

Master of Business Administration - II 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. Write answers as per given instructions.

Section - A $8 \times 2 = 16$

(Very Short Answer Questions)

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)   Give two functions of retailer.

    (ii)   Define category killer.

    (iii) What do you mean by non-store retailing?

    (iv)   Give two advantages of online retailing.

    (v)   What is merchandising?

    (vi)   What is store layout?

    (vii) Give four elements of visual merchandising.

    (viii) What do you mean by retail store maintenance.

Section - B $4 \times 8 = 32$

(Short Answer Questions)

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

2) Differentiate between off-price retailers and warehouse clubs.

3) Discuss the components of retail marketing mix.

4) What are the factors that affect the function of merchandising in retail? Explain.

5) What do you mean by merchandise pricing? State the factors influencing merchandise pricing.

6) What do you mean by store design? Discuss the elements of store design.

7) Write short note on window displays.

8) What are the major duties and responsibilities of a store manager? Discuss.

9) Briefly discuss various sources of recruitment in a retail firm.

Section - C $2 \times 16 = 32$

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

10) Discuss the STP approach in retail marketing mix.

11) Describe various types of advertising in modern retail with relevant examples.

12) Discuss the CRM program in detail.

13) What are the important factors to be considered for finalising retail store location? Discuss in detail.

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