MP-602

June - Examination 2026
MBA (IInd Year) Examination
Retail Management
Paper : MP-602

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

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

1. Define the following terms -
   (i) Online Retailing
   (ii) Store Manager
   (iii) Retail Formats
   (iv) Location Planning
   (v) Retail Marketing Mix
   (vi) Merchandise Pricing
   (vii) Operations Management
   (viii) Visual Merchandising

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. Explain the importance of Retail Staffing.
3. Describe the duties and responsibilities of a Store Manager.
4. Discuss the growth and future prospects of E-retailing in India.
5. What factors should be considered while selecting a retail store location?
6. Write short note on Foreign Direct Investment (FDI) on retail sector in India.
7. Discuss the concept and objectives of merchandise management.
8. Explain non-store retailing in detail.
9. How information technology improves retail business efficiency?

Section-C

2×16=32

(Long Answer Type Questions)

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

10. Explain the concept of retail marketing strategy.

11. Explain the process of merchandise planning in retail stores.

12. Discuss the principles of store layout and design.

13. Compare traditional retailing with online retailing in detail with example.
