

**MP-602**

December - Examination 2017

**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 × 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) What do you understand by Single Brand FDI and Multi Brand FDI?
- (ii) What is In-store Retailing?
- (iii) What is Shrinkage?
- (iv) List four elements of retail store management.
- (v) What are isolated stores?
- (vi) What is merchandising?
- (vii) What is retail format?
- (viii) What is multi-channel retailing?

**Section - B****4 × 8 = 32**

(Short Answer Questions)

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

- 2) What are the objectives and tools of Public Relations?
- 3) Explain the process of Job analysis in retail scenario.
- 4) What are the benefits of technology in retailing?
- 5) Explain grid and loop store layout.
- 6) Explain the types of retail location.
- 7) Explain the functions of retailers.
- 8) Differentiate between convenience store and supermarkets.
- 9) Discuss the advantages and disadvantages of Non-store retailing. (Atleast four each.)

**Section - C****2 × 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 elements for success of retailing.
- 11) What precautions one should take while doing online shopping.
- 12) What is merchandise pricing? Discuss the factors influencing merchandise pricing.
- 13) Explain the SWOT of FDI in retail in India.