

**MP-602**

December - Examination 2018

**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 the 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 up to 30 words. Each question carries 2 marks.

- 1) Explain the following concepts :-
  - (i) Retail Formats
  - (ii) Non Store Retailing
  - (iii) Retail Marketing Mix
  - (iv) Merchandise Pricing
  - (v) Store Layout
  - (vi) Store Maintenance
  - (vii) Retailing Technology
  - (viii) Visual Merchandising

**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 functions of retailers?
- 3) Speciality retail formats are becoming very popular in India. Why?
- 4) Discuss different methods of retailing in direct marketing.
- 5) Discuss the challenges before online retailing.
- 6) Discuss the benefits of FDI in retail sector.
- 7) Discuss the important technologies available for in-store retailing.
- 8) Briefly discuss the sources of recruitment for a retail firm.
- 9) “Store Atmospherics influence sales”. Do you agree? Explain.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

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

- 10) Elaborate the concept of hyper market with the help of Indian examples.
- 11) Examine the retail market strategy for a firm.
- 12) Discuss various types of store layouts and designs.
- 13) Examine the HR challenges for Indian Retail Sector.