

MP-602

December - Examination 2019

**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. Explain the following terms within 30 words each :
 - i. Retail Trade
 - ii. Merchandise
 - iii. Warehouse Club
 - iv. Retail Marketing Mix
 - v. Retail Advertising
 - vi. Foreign Direct Investment
 - vii. Store Manager
 - viii. Store Layout

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. Discuss the importance of Retailing.
3. Describe various types of Specialty Stores.
4. Discuss the major advantages of Online Retailing.
5. Discuss Wal-Mart's competitive strategy in Retail Sector.
6. Describe the process of CRM Programme.
7. Examine the process of Merchandise Planning.
8. Analyse important theories of Retail Location.
9. Write a note on Store Operating Parameters in detail.

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 challenges of opening Organized Retail Store in India.
11. Describe the technology used in In-Store Retailing.
12. Discuss the elements of Visual Merchandising in a Retail Store.
13. Examine the factors affecting the location planning for a Retail Store.