

MP-602

December – Examination 2020

Master of Business Administration (IInd Year) Examination

RETAIL MANAGEMENT

Paper : MP-602

Time : 2 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

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 :

(i) Store based retailing

- (ii) Speciality store
- (iii) Staffing
- (iv) Store layout
- (v) CRM
- (vi) Visual merchandising
- (vii) E-tailing
- (viii) Merchandise management

Section-B

4×16=64

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

2. Explain Direct Marketing. Discuss different methods of retailing using direct marketing.
3. What precautions one should take while doing online shopping ?
4. Discuss Retail STP approach in detail.
5. Explain the components of retail marketing mix.
6. Differentiate between advertising and publicity.

7. Highlight various types of discounts the company can provide in order to grab improved sale during the festive season.
8. What are the important factors to be considered for finalizing retail store location ? Explain.
9. What do you mean by Store Design ? Discuss the elements of store design.