

11. Explain the meaning of direct marketing. Discuss the different methods of retailing using direct marketing.
12. Critically analyze the various promotional mix strategies used by retailer's in today's highly competitive environment. Also explain how the promotional strategies vary in case of apparels and grocery retailers.
13. What do you mean by Store Layout ? Discuss different store layout in detail.

## **MP-602**

**December – Examination 2022**

### **Master of Business Administration (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.

**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. (i) What do you mean by Convenience Stores ?
- (ii) What is Online Retailing ?

- (iii) What do you mean by non-store retailing ?
- (iv) What is Segmentation ?
- (v) What do you mean by cost-oriented pricing ?
- (vi) What is Store Image ?
- (vii) What do you mean by Retail Store Management ?
- (viii) What do you mean by Operations Management ?

**Section-B** **4×8=32**

**(Short Answer Type Questions)**

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

- 2. Discuss the characteristics of retailers on the basis of elements of Retail Mix.
- 3. What precautions one should take while doing online shopping ? Explain.
- 4. Explain the strategic planning process in detail with suitable example.

- 5. Explain the components of the Retail Marketing Mix.
- 6. What is a Customer Relationship Management (CRM) program ? What is its importance ? Explain.
- 7. What are the factors that affect the function of merchandising in retail ? Explain.
- 8. What are the important factors to be considered for finalizing retail store location ? Explain.
- 9. What do you understand by 'Technology in Retailing' ? How is it useful ? Explain.

**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 importance of retailing and also discuss Intermediary Assistance by the Retailer.