

**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 meaning of direct marketing. Discuss the different methods of retailing using direct marketing.
11. What is a customer Relationship Management (CRM) program ? Explain CRM process.
12. Discuss Retail STP approach in detail.
13. What do you mean by retail store maintenance ? Describe the various elements of store maintenance.

**MP-602**

**December – Examination 2023**  
**MBA (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 is Retail Life Cycle ?
- (ii) What do you mean by Maturity Stage ?
- (iii) What is Supermarkets ?
- (iv) What do you mean by Tele Shopping ?
- (v) What is Retail Marketing Mix ?
- (vi) What is Merchandise Planning ?
- (vii) Write any *two* Factors Affecting the Location Planning.
- (viii) What is Circulation Free Flow Layout ?

**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. What do you understand by Retailing ? What are the functions of retailers ?

3. Discuss the characteristics of retailers on the basis of elements of Retail Mix.
4. Explain the strategic planning process in detail with suitable diagram.
5. Describe the various types of advertising in modern retail with relevant examples.
6. Discuss the major advantages and disadvantages of Online Retailing.
7. “Price Discrimination is normally looked upon as an illegal or biased activity, but it is not always a fact.” Discuss the statement.
8. Define merchandise management. Why is merchandise planning a key area of merchandise management ? Explain.
9. Explain the process of Manpower planning and how it aids in minimizing costs and improving overall efficiency of the retail firm ?