

**MP-602**

**December - Examination 2025**

**MBA (II Year) Examination**

**RETAIL MANAGEMENT**

**Paper : MP-602**

[Time: 3 Hours]

[Maximum Marks: 80]

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**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. Explain the following terms -
  - (i) Stores manager
  - (ii) Chatbots
  - (iii) Retail chain
  - (iv) Retail supply system
  - (v) Retail formats
  - (vi) Wholesale Retailing
  - (vii) Retail Display
  - (viii) Retailing Sales force

**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. Examine the determinates of retail location.
3. Examine the methods of pricing in retailing.
4. What is the relevance of CRM in retailing?
5. Write a note on warehousing for retailing.
6. Examine the factors for retail layout.
7. Examine the benefits of online retailing.
8. Write a note on merchandising for retail sale.
9. What is a promotional strategy for a retail in organised sector?

**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. Describe important formats of retailing.
11. Examine the impact of organised retailing.
12. Examine important contemporary issues in retailing.
13. Write a note on merchandise management of a retail outlet.

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