

12. Briefly explain the various methods of merchandise pricing.
13. "Employees are the face of retailers." Explain the importance of human resources and proper staffing in retail sector.

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MP-602

June – Examination 2020

**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) Define Retailing.
- (ii) Define CRM.

- (iii) What are the key components of Store Operations ?
- (iv) What is Store Maintenance ?
- (v) What is the FDI percentage allowed in single and multibrand retail ?
- (vi) What is point of purchase display ?
- (vii) Enlist the types of store layout available in store design.
- (viii) What do you mean by non-store retailing ?
Give examples.

Section-B **4×8=32**

(Short Answer Type Questions)

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

- 2. What are the functions of retailers ?
- 3. Differentiate between store based and non-store based retailing.

- 4. How do you manage and compete with competitor in retail industry ?
- 5. What are the benefits of technology in retail ?
- 6. Explain the steps of choosing a retail location.
- 7. How do you implement the advertising programs in retail management ?
- 8. What skills are required for efficient store manager ?
Explain.
- 9. What are the factors that affect the functions of merchandising in retail ?

Section-C **2×16=32**

(Long Answer Type Questions)

Note :- Answer any *two* questions. You have to delimit each answer maximum up to **500** words. Each question carries 16 marks.

- 10. Write down the current Indian scenario in retail formats.
- 11. With the help of example of Big Bazaar prepare a retail marketing mix.