

12. Discuss the major advantages and disadvantages of Online Retailing.
13. Explain the role and importance of advertising in retail sector. Discuss this through suitable example.

## **MP-602**

**June – Examination 2023**

### **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 Retail Life Cycle ?

- (ii) What do you mean by Hyper market ?
- (iii) What is Direct Marketing ?
- (iv) What is Positioning ?
- (v) What do you mean by demand-oriented pricing ?
- (vi) What is Merchandise Management ?
- (vii) What do you mean by Location Planning ?
- (viii) What do you mean by People 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. Explain the various prerequisites of Retail Trade.
- 3. Discuss the main General Merchandise Retail formats.
- 4. Discuss direct selling in detail. Is it different from multi-level marketing ?

- 5. Write a short note on building a sustainable competitive advantage.
- 6. How would the promotion mix vary for a supermarket and for a department store ? Explain.
- 7. Discuss the CRM program in detail.
- 8. What do you mean by Merchandise Pricing ? State the factors influencing merchandise pricing.
- 9. What are the steps involved in selecting the best location for retail store ?

**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. What do you mean by Retailing ? Explain the functions of Retailer.
- 11. "Speciality retail formats are becoming popular in India." Identify the reasons behind it.