

10. Examine the reasons of growth of organised retailing in India.
11. Examine the components of retail marketing mix.
12. Write a note on merchandise management of a retail outlet.
13. Critically examine the current scenario of FDI in retailing of India.

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June – Examination 2024

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. Explain the following terms :

- (i) Non-store retailing
- (ii) Retail marketing mix
- (iii) Retail advertising
- (iv) Store layout
- (v) Store manager
- (vi) FDI
- (vii) Store maintenance
- (viii) Visual merchandise

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 basic features of retailing.

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3. Discuss the process of online retailing.

4. Describe retail market strategy of a firm.

5. Examine the determinants of retail location.

6. Examine the functions of operations manager in retailing.

7. Examine the criteria of selection of staff for a retail outlet.

8. Elaborate the features of technology for retailing.

9. Examine important retail formats.

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.

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Turn Over