

MP-602

June - Examination 2016

Master of Business Administration - II Year Examination**Retail Management****Paper - MP-602****Time : 3 Hours]****[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Define retail.
- (ii) Define CRM.
- (iii) Define store maintenance.
- (iv) What is e-tailing?
- (v) What do you mean by visual merchandising?
- (vi) Give two forms of non-store retailing.
- (vii) What is segmentation?
- (viii) What is FDI?

Section - B**4 × 8 = 32**

(Short Answer Questions)

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

- 2) What are the functions of retailers?
- 3) Write difference between hypermarket and supermarket.
- 4) Write the advantages of online retailing for customers.
- 5) What are the customer retention techniques used in retail industry?
- 6) What are the challenges faced by human resource in retail sector?
- 7) Explain any four technologies that are used in retail business.
- 8) Explain the elements of store design.
- 9) Explain the steps of choosing a retail location.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) Explain retail strategic planning process.
- 11) What are the benefits of FDI to various stakeholders? Explain.
- 12) Explain the various sales promotion techniques that can be applied in retail industry.
- 13) Discuss the role of atmospherics in store design.