

**MP-602**

June - Examination 2017

**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) Define the following:
  - (i) Retailing
  - (ii) E-tailing
  - (iii) Visual Merchandise
  - (iv) CRM
  - (v) Publicity
  - (vi) Store layout

(vii) FDI

(viii) Non-store retailing

### 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) Write difference between speciality store and discount stores.
- 3) Write SWOT of Retail Market strategy.
- 4) Differentiate between advertising and publicity.
- 5) What skills are required for efficient store manager?
- 6) What are the challenges faced by Human Resource in Retail Sector?
- 7) What technologies are being used in Online Retailing Store?
- 8) Write short note on Retail Store Relocating.
- 9) What is merchandise management? State the factors influencing merchandise function.

### Section - C

2 × 16 = 32

(Long Answer Questions)

**Note:** Answer **any two** questions. Delimit your answer maximum upto 500 words. Each question carries 16 marks.

- 10) Write down the current Indian scenario in Retail format.
- 11) What are the various types of media used in retail. Explain.
- 12) What is the selection process of manpower in Retail Industry? Discuss in detail.
- 13) What are the benefits of FDI to various stake holders?