

MP-602

June - Examination 2018

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 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 concepts -
 - (i) Retailing
 - (ii) Online Retailing
 - (iii) Retail Advertising
 - (iv) Merchandising
 - (v) Location Planning
 - (vi) Store Manager

(vii) FDI

(viii) Store Layout

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 causes of growth of retailing? Explain.
- 3) Describe the elements of store maintenance.
- 4) What are the applications of technology in retailing?
- 5) Explain the factors of consideration for location of retail store.
- 6) Explain the methods of merchandise pricing.
- 7) Explain the role played by various participants in retail advertising.
- 8) Discuss the current FDI Policy for retailing in India.
- 9) Describe the components of retail marketing mix.

Section - C

2 × 16 = 32

(Long Answer Questions)

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

- 10) Discuss the types of retail formats.
- 11) Discuss Retail STP approach in detail.
- 12) Write a note on online retailing.
- 13) Explain the CRM Programme in detail.