

MP-605

June - Examination 2018

**Master of Business Administration -
II Year Examination****Sales and Logistics Management****Paper - MP-605****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) Explain the following concepts:

- (i) Retailer
- (ii) Hypermarket
- (iii) Non-Store Retailing
- (iv) Store Manager
- (v) Merchandise pricing
- (vi) Store Location
- (vii) Assortment Planning

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) Explain the functions of Retailer.
- 3) What are non store retailing formats? Discuss.
- 4) Discuss the evolution of online retailing.
- 5) What is retail marketing mix? Explain.
- 6) Examine the factors affecting the location planning.
- 7) Explain different types of store layout.
- 8) What is stores maintenance? Discuss.
- 9) Write short note on retailing technology.

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) Discuss the developments in retailing formats of India.
- 11) Discuss the role of participants in retail advertising and highlight the retail advertising mix strategy.
- 12) Write a detailed note on CRM process in retailing.
- 13) Discuss the elements of visual merchandise.