

MP-602

June - Examination 2019

**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) Retail Format
- (ii) Departmental Store
- (iii) Airport Retailing
- (iv) STP Approach
- (v) Retail Location
- (vi) Store Layout

(vii) Visual Merchandising

(viii) RFID System

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) Discuss the benefits of the FDI in Retail Sector in India.
- 3) Discuss the sources of recruitment in a Retail Firm.
- 4) What are the major duties and responsibilities of a Store Manager?
- 5) Describe the elements of Store Maintenance.
- 6) How does store atmospherics influence sales? Explain.
- 7) Discuss various types of Store layouts for Retailing.
- 8) Discuss the theories of Retail Location Analysis.
- 9) Elaborate major participants in Retail Advertising.

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 the components of Retail Marketing Mix.
 - 11) Discuss different types of Retail Formats prevalent in India.
 - 12) Write a detail note on evolution of Online Retailing.
 - 13) Discuss the CRM Program for Retailing in detail.
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