

# MP-602

June – Examination 2022

## Master of Business Administration (IInd Year) Examination

RETAIL MANAGEMENT

Paper : MP-602

*Time : 1½ Hours ]*

*[ Maximum Marks : 80*

---

*Note :-* The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**Section-A**

**4×4=16**

**(Very Short Answer Type Questions)**

*Note :-* Answer any *four* 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 4 marks.

1. (i) Write any *two* Prerequisites of Retail Trade.

*MP-602/3*

( 1 )

**T-504** Turn Over

- (ii) Write any *two* Types of Retail Formats.
- (iii) Write any *two* disadvantages of Non-store Retailing.
- (iv) What is STP Approach ?
- (v) What do you mean by CRM Process ?
- (vi) What is Merchandise Management ?
- (vii) Write any *two* types of Store Layout.
- (viii) What do you mean by Operations Management ?

**Section-B** **4×16=64**

**(Short Answer Type Questions)**

**Note** :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

- 2. How retailing contributes of the economy of nation by its functions ? Explain.
- 3. “Speciality retail formats are becoming popular in India.” Identify the reasons behind it.
- 4. Explain the various drivers and challenges before Online Retailing.

- 5. How would the promotion mix vary for a supermarket and for a department store ? Explain.
- 6. Critically analyze the various promotional mix strategies used by retailers in today’s highly competitive environment. Also explain how the promotional strategies vary in case of apparels and grocery retailers.
- 7. What do you mean by Location Planning ? What are the important factors to be considered for finalizing retail store location ?
- 8. “Store Atmospherics influences sales.” Do you agree ? Explain.
- 9. Draw a real time case study on Retailing Technology, where customers get benefited out of implementation of such new techniques.