

[41010]

**SPECIAL DRIVE - DEC./JAN. - 2023**

**M.B.A. DEGREE EXAMINATIONS**

**FOURTH SEMESTER**

**SPECIALIZATION : MARKETING MANAGEMENT**

**Paper - X : RETAIL MANAGEMENT**

***(2016-17 and 2017-18 Admitted Batches)***

**Time : 3 Hours**

**Maximum Marks: 75**

**SECTION - A**

**I. Answer any FIVE questions not exceeding one page each. (5×4=20)**

- i) Multi channel retailing
- ii) Retail life cycle
- iii) Retail service quality
- iv) Buying Merchandise
- v) Store atmosphere
- vi) Retail image
- vii) How is buying process organised?
- viii) Impulse buying

**SECTION - B**

**II. Answer ALL questions not exceeding 4 pages each. (5×8=40)**

- 1) a. What is the concept of Retailing? Explain the recent emerging trends in Retailing.  
(OR)  
b. Discuss the special characteristics of retailing services.
- 2) a. Explain in detail about various Retail Formats.  
(OR)  
b. Discuss how a retailer can use 'fine tuning' in strategic planning.
- 3) a. "Retail location descissions have become more important in recent times". Discuss.  
(OR)  
b. Explain briefly the measuring performance objectives in Retail Sector.

- 4) a. What are the aspects that need to be considered in store layout design? Elaborate.  
(OR)  
b. What is assortment plan? Explain different steps in developing assortment plan.
- 5) a. Explain the process of setting Retail Prices.  
(OR)  
b. What is Retail Branding? Discuss the important promotional strategies in Retail Marketing.

### SECTION - C

**III. Case Study (Compulsory). (1×15=15)**

Indian retail market so far has no clear-cut policy frame and the Government has not recognized it as an industry. In this scenario, various firms including foreign firms have been entering in Indian retail business market. The environment of this type would not help either the owners of firms in achieving more economic gains or consumers in economic-worth product. The retailers are experiencing many impediments such as demographic, social, cultural, regional, economic, political, legal, technological, etc. An enterprise should conduct its activities on business like with allowable margin and extent generic services in the market. The trend in marketing is focusing on retail with concept of urbanize rural India.

**Questions.**

- a. How the retail players do decide on what factors?  
b. Describe in brief, retail business in India with SWOT analysis.  
c. What strategy that the retail players do need to adopt?
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