



DO-19MBA405

Seat No. _____

M. B. A. (Sem. IV) Examination

March - 2022

19MBA-405 : Retailing Management

Time : **2.30** Hours]

[Total Marks : **70**

1 What is Retail ? Discuss Types (Business Model) of Retailing.

- 2** (A) Differentiate Organized Retailing and Unorganized Retailing.
(B) Write Drivers of Retail Change in India.

OR

- 2** (A) What is Strategy ? Discuss Process of strategy Formulation in Retail.
(B) Discuss Theories in Retail Development.

3 What is Merchandise Management ? Explain Process of Merchandising Planning.

- 4** (A) What is Non-store based retail ? Explain its types.
(B) Define Retail Image and explain factors affecting retail image.

OR

- (A) Explain strategies of retail pricing with its elements.
(B) Write Elements and Principles of Store Design.

5 Write short notes on (any two) :

- (1) ERP
(2) Emerging trends in retail management
(3) Category Management
(4) Retail communication mix.
