



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.