



NAY-010-003404

Seat No. _____

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

March / April - 2017

ECT - 10405 : Retailing Management

Faculty Code : 010

Subject Code : 003404

Time : **3** Hours]

[Total Marks : **70**

Instruction : All questions carry equal marks

- 1** Discuss the merchandise presentation techniques used by retailers worldwide.

OR

What are the trends in online retailing? How is it affecting the offline retailers in India?

- 2** (A) Explain Dynamics of creating and maintaining a retail image.
(B) What are the techniques for identifying consumer needs and characteristics?

OR

- 2** (A) What is the importance of CRM in Retailing? Explain.
(B) Explain the importance of Sales forecasting in Retailing.

- 3** Discuss various Management problems faced in Retail Selling, Sales person selection, training and evaluation.

OR

Explain factors to be considered in retail planning and discuss Retail opportunities in India.

- 4 (A) What are advantages and disadvantages of national brands versus private-label brands in retail industry?
(B) Discuss the factors affecting growth of Retail sector in India.

OR

- (A) What are the different pricing strategies adopted by retailers?
(B) Explain the importance of Store location in Retailing.
- 5 What could be the implications of FDI in retail sector on unorganized retail in India ? Discuss.