



MAY-161100020405

Seat No. _____

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

March / April - 2018

Retailing Management

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 Discuss about the opportunities and challenges in retail sector in India.

OR

- 1 Explain in detail The Retail Information System.
- 2 (a) Select a retail store of your choice and suggest suitable methods to improve its service quality.
(b) Explain dynamics of creating and maintaining a retail image.

OR

- 2 (a) Discuss the principles of Retail Advertising.
(b) Describe various pricing methods in retailing.
- 3 What is the role of technology in maintaining customer relationship in retailing ? Discuss.

OR

- 3 What are the various merchandise presentation techniques used by retailers all over the world ?
- 4 (a) Explain in brief fundamentals of store design in retailing.
(b) Which are the techniques used by retailers for identification of consumer needs and characteristics ?

OR

- 4 (a) Explain the importance of Store location in Retailing.
(b) Explain factors to be considered in retail planning.
- 5 What are the trends in online retailing ? How is it affecting the offline retailers in India ?