



RAJ-161100020405

Seat No. _____

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

March / April - 2019

Retailing Management

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 Discuss recent trends in online retailing in India.

OR

1 What is the role of unorganized retail in Indian economy ? Discuss.

2 (a) How important is the location of the store in retailing ? Explain.

(b) Explain the pricing strategies adopted by retailers.

OR

2 (a) What is the importance of relationship building in Retailing ? Explain.

(b) What are the techniques for identifying consumer needs and characteristics ?

3 Discuss the opportunities and challenges for Retailing in India.

OR

3 Discuss the entry strategies of Global retailers.

4 (a) What are the dynamics of creating and maintaining a retail image ?

(b) What is Visual Merchandise Management ? What are the factors affecting Visual Merchandise Management ?

OR

4 (a) Explain the elements of Store Design.

(b) Explain Retail Information System.

5 Is Foreign Direct Investment in retail sector good or bad for retail sector in India ? Discuss.