



PU-161100020405

Seat No. _____

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

August - 2020

Retailing Management

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 What is the importance of Customer relationship management in Retailing? Explain.

OR

1 Discuss the process of merchandise planning.

2 (A) Discuss the importance of Information Technology in Retail.

(B) What is the importance of Sales Forecasting in Retailing ?

OR

2 (A) Discuss the importance of Retail image.

(B) What are HR challenges in Retail? Explain.

3 Discuss the recent trends in Retail marketing.

OR

3 What are the challenges and prospects of Retailing in India ? Discuss.

4 (A) Explain in brief fundamentals of store design in Retailing.

(B) What factors should be considered in Retail planning ? Explain.

OR

4 (A) What is Omni Channel Retailing? Explain.

(B) Write about the importance of Store layout and visual merchandising.

5 Write short note on : (Any Two)

(1) Pricing methods in Retailing

(2) Retail Information System

(3) Types of Retailers