



BBC-19MBA405

Seat No. _____

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

July - 2021

Retailing Management

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

[Total Marks : **70**

- Instructions :** (1) All questions carry equal marks.
(2) Attempt any five Questions.

- 1 Explain Drivers of Retail Change in India.
- 2 What is Strategy? Write the Process of Strategy Formulation.
- 3 Elaborate Business Models in Retail.
- 4 Explain Types of Store Location and Steps Involved in Choosing Store Location.
- 5 Define Merchandising Planning. Discuss the Process of Merchandising Planning.
- 6 Write All Factors that are affecting Retail Store Image.
- 7 Discuss Emerging Trends in Retail Management.

- 8 Explain Kinds of International Retailer and Reasons for Failure with suitable examples.
- 9 Elaborate Category Management.
- 10 Write short-notes on: (Any Two)
- ERP
 - Retail Marketing Mix
 - Elements of Store Design
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