



Seat No. _____

HB-19MBA405
M. B. A. (Sem. IV) Examination
April - 2023
ECT - Retailing Management

Time : $2\frac{1}{2}$ Hours / Total Marks : 70

Instruction : All questions carry Equal marks.

- 1 What is Retail ? Elaborate Types of Retail Business along with Retail Functions.
- 2 (A) Explain tools for understanding Research Market.
(B) Describe the Theory of Retail Development.

OR

- (A) What is the difference between Customer and Consumer ? Explain factors influencing Consumer Behavior.
- (B) Describe the Reasons why International Retail has failed.
- 3 What is Merchandising ? Elaborate Merchandise Hierarchy, Assortment Planning and Types of Merchandise with appropriate examples.
- 4 (A) Explain the Types of Retail Locations.
(B) What is Store Design ? Discuss Principles of Store Design.

OR

- (A) Define Visual Merchandising. Why Visual Merchandising is Beneficial in Retail Business ?
- (B) What is the difference between Price and Cost ? Describe Retail Pricing Strategies in detail.
- 5 Write short notes on Any Two :
 - (A) Emerging trends in Retail Management
 - (B) Non store based retailing
 - (C) Types of Retail Brands