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Sub Code: MAM MK 03

Roll No.

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MAM
(SEM-VIII) THEORY EXAMINATION 2017-18
RETAIL MANAGEMENT

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2x10 = 20

- a. What is retailing?
- b. Define digital retailers.
- c. Define supermarkets with examples.
- d. Point out the phases of “wheels of retailing”.
- e. What are bricks and mortar stores?
- f. Define trading area in retailing.
- g. Define merchandise.
- h. What is impulse purchase?
- i. What are private labels?
- j. What are global retail markets?

SECTION B

2. Attempt any three of the following: 10x3 = 30

- a. Describe various driving forces of retailing in context to Indian retail markets.
- b. Explain the functions of retailing and marketing concepts applied to retailing.
- c. Discuss the changing trends in the Indian retail shoppers.
- d. What is store location? Explain the steps involved in choosing store location.
- e. Explain the process of merchandise planning.

SECTION C

3. Attempt any one part of the following: 10x1 = 10

- (a) What is organized and unorganized retail? Differentiate between organized and unorganized retail.
- (b) Discuss the significance of retail industry in India.

4. Attempt any one part of the following: 10x1 = 10

- (a) Explain consumer decision making process in retailing.
- (b) What is the use of marketing research to retailers?

- 5. Attempt any *one* part of the following:** **10x1 = 10**
- (a) Describe retail life cycle and strategies suitable to the different phases of retail life cycle.
 - (b) Classify various retail stores in detail.
- 6. Attempt any *one* part of the following:** **10x1 = 10**
- (a) What is store design? Discuss the principles and elements of store design.
 - (b) Describe the concept of merchandise procurement.
- 7. Attempt any *one* part of the following:** **10x1 = 10**
- (a) Explain the concept of international retail and why retailers are going international?
 - (b) Explain the importance of customer service in retailing and principles used by retailers for distinctive services.