

MAM**(SEM-VIII) THEORY EXAMINATION 2018-19****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. 2 x 10 = 20**

- a. Define e-retailing.
- b. What are hyper markets?
- c. Define digital retailers.
- d. State various type of retail locations.
- e. What do you mean by breaking bulk in retailing?
- f. Differentiate between organized and unorganized retailing.
- g. What is merchandise?
- h. What is meant by assortment in retailing?
- i. What is impulse purchase?
- j. Define private labels.

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

- a. Discuss the merits and demerits of online retailing format. Also explain the future of internet retailing in India.
- b. Analyze the reasons of popularity of organized retailing in India. Also give your suggestions to traditional retail markets to face the challenges in upcoming retail scenario.
- c. Critically examine the role of “buying organization” in a retailing organization with the help of standard merchandise classification scheme and organizational chart.
- d. Explain how a retailer takes his buying decision? What steps are involved and what precautions /measures should be taken by a retailer during each stage of consumer buying process?
- e. What are your suggestions and guidelines for a multinational retailer who just has decided to enter into Indian retail industry?

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

- a. What do mean by retail business? Explain the role and functions of a retailer in a competitive business environment with suitable examples.
- b. Describe the importance of organized retailing in the growth of economy of a developing country.

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

- a. Discuss the challenges encountered by retailers in changing consumer buying behavior in India.
- b. Explain various factors influencing Indian retail consumers.

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

- a. What competitive merits and demerits do hypermarkets have in comparison with supermarkets?
- b. What do you mean by store location? What factors must be considered while analyzing a suitable store location?

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

- a. What store layout mean for a store? Explain various types of store layout used in Indian retail industry with its merits and demerits.
- b. How a retailer can do trade-offs between variety, assortment and product availability? Explain with suitable examples.

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

- a. Explain the concept of retail brand and retail branding? Also explain why and how retailers are treated as brands?
- b. Critically analyze the significance of GAP model for improving the quality of retail service in recent context.