

**Printed Pages : 3**



**MBAMK04**

**(Following Paper ID and Roll No. to be filled in your Answer Book)**

**PAPER ID : 270466**

**Roll No.**

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**M. B. A.**

**(SEM. IV) THEORY EXAMINATION, 2014-15  
RETAIL MANAGEMENT**

**Time : 3 Hours]**

**[Total Marks : 100**

- Note :**
- (i) Attempt all questions
  - (ii) All questions are compulsory

**1 Attempt any four parts of the following: 4×5=20**

- (a) Define retailing considering it from various perspectives and demonstrate its impact.
- (b) Recent advances in IT have resulted in the possibility of new advances in home shopping and the delivery of services direct to the consumer on information 'super highway'. Do these advances spell the death knell for the traditional store based retailer?
- (c) Among different types of retail stores, which ones do you think have been or would be most successful in foreign countries? Which ones have been or would be unsuccessful in other countries? Explain.

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**1**

**[Contd...**

- (d) What structural change do you think is required for growth of retail industry in India?
- (e) Explain why strategic planning is important and describe strategic retail planning process?
- (f) “Knowledge of consumer behaviour is essential for the success of retail strategies”. Elaborate.

**2** Attempt any two parts of the following: **2×10=20**

- (a) What are the different criterion to be considered for evaluating general retail locations and the specific sites within them?
- (b) Describe the emergence of electronic retailing through the World Wide Web. Also discuss two other non-traditional forms of retailing video kiosks and airport retailing.
- (c) Describe the marketing research process in retailing.

**3** Attempt any two parts of the following: **2×10=20**

- (a) Elaborate on the significance of locational decisions for an upcoming construction specialty mall coming up in your neighbourhood.
- (b) Explain various factors influence the interior design and layout of the store.
- (c) What is the importance of store design and layout in retailing? What strategies would you suggest for an apparel retailer?

- 4 Attempt any two parts of the following: **2×10=20**
- (a) “Shopping in the world store is the same as shopping in our mom & pop store” Do you agree. Discuss this while stating the difference between the two.
  - (b) “Merchandise management consists of buying handling & financial aspects of merchandising.” Discuss.
  - (c) “Success in a retail environment largely depends on the workforce”. Critically examine.
- 5 Attempt any two parts of the following: **2×10=20**
- (a) Retail Information system plays a vital role in cost and inventory optimization. Critically examine.
  - (b) “Culture of the most country plays an important role in success of the retail organization”. Comment.
  - (c) How Indian retailing different from International retailing? Discuss the challenges faced by Indian retailers.
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