



Printed Pages : 2

MBA – MK – 4

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

PAPER ID : 7039

Roll No.

--	--	--	--	--	--	--	--	--	--

M. B. A.

(SEM. IV) EXAMINATION, 2008-09

RETAIL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt all questions.
 - (2) All questions carry equal marks.

1 Write short notes on any **four** parts of the following : **5×4=20**

- (a) What would be the social and economic impact of retail development in India?
- (b) Define formats. Describe store-based formats and differentiate them.
- (c) What is retailing? Enlist the retail activities carried out by retailers.
- (d) Discuss the strategic planning process in retail.
- (e) Discuss the reasons for the success of franchising as retail model.
- (f) How Indian retailing is different from International retailing? Discuss the challenges being faced by Indian retailers.

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

- (a) Enumerate the process of trading area analysis. Describe the importance of traffic pattern and competition in detail.



- (b) "Knowledge of consumer behaviour is essential for the success of retail strategies." Elaborate the statement in Indian context.
- (c) Discuss the importance of space planning in retail.

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

- (a) "Success in a retail environment largely depends on the workforce". Critically examine.
- (b) Which part of the operations value chain offers the opportunity for outsourcing to the retailers?
- (c) What are some of the measures and metrics that are commonly used by the retailer to monitor performance?

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

- (a) Discuss the critical need for common data and communication standards to support the retail industry.
- (b) Discuss the different pricing strategies used by the retailers.
- (c) Identify the drivers guiding retailers merchandise mix in a specific catchment area.

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

- (a) Discuss the factors which are helpful for Indian retailers to build a global business.
- (b) Critically evaluate the relevance of cultural diversity in establishing retail outlet globally.
- (c) Identify the difference in shopping experience of a consumer at a local retail outlet and chain of international retail outlet.

