

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

**PAPER ID : 7153**

Roll No.

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**MBA.****(SEMESTER-IV) THEORY EXAMINATION 2012-13****RETAIL MANAGEMENT****Time : 3 Hours ]****[ Total Marks : 100****Section – A**

1. Answer all ten questions in **50-75** words. All questions carry equal marks :  $10 \times 2 = 20$
- What is retailing ?
  - What is organized & unorganized retailing ?
  - What is multi brand retailing ?
  - What is merchandizing ?
  - Explain different types of retail outlets.
  - What is mega store ?
  - What is hypermarket ?
  - What is direct marketing ?
  - What is branding ?
  - What is web store ?

**Section – B**

2. Answer any **three** of the following questions in not more than **200** words :  $3 \times 10 = 30$
- Discuss the various functions of retailing.
  - How targeting customer in retail business is different from traditional product marketing ?
  - Discuss the process of selection of store location for retail outlet.
  - Explain the Web, Non store-based and other Forms of Non Traditional Retailing.
  - Discuss the factors used in branding, also discuss the differences of branding process of a manufacturer and retailer.



**Section – C**

Answer the following questions in not more than 500 words :

**5 × 10 = 50**

3. Discuss the emerging issues of Indian retail Industry.

**OR**

What are the effects of technological changes on Modern retail Industry & how these changes adopted in Indian retail Industry ?

4. Discuss the information management system in retail industry with a suitable example.

**OR**

Discuss the major differences between manufacturer & retailer in developing & implementing a marketing plan. Illustrate with a suitable example.

5. How best service quality is a key of success in modern retail industry ? Explain with a suitable example.

**OR**

Discuss factors influencing the Human Resource Decisions in retailing & also discuss & how it works in Indian retail Industry.

6. Discuss the strategies adopted by BIG BAZAR to grow in Indian Market.

**OR**

Discuss future of Indian retail Industry. What would be effect of multi brand retailing on Indian unorganized traditional business ?

7. Write short notes on any two of the following :

- (a) Store Management
- (b) Process of communication in Indian retail Industry
- (c) Effect of International retailing on Indian retail Industry
- (d) Food retailing in India