

**A-6008**

**M.B.A. / M.B.A. (MM) (Second Semester)**  
**Examination, Sept. 2016**

**(Old and New Course)**

**RETAIL MANAGEMENT**

**Paper : MS / MM / 128**

**Time Allowed : Three hours**

**Maximum Marks :** 70 New Course  
85 Old Course

**Note :** Attempt all questions. All questions carry equal marks.

**Unit-I**

1. "Retailing is that part of marketing which ensures consumption of goods and services. It is a specific function of connecting and satisfying end customers and consumers." Discuss this statement and highlight specific characteristics of retailing.

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**PTO**

**{ 2 }**

**Or**

"Retailing is not a new concept in marketing management. It has faced many faces of strategic applications" in the light of this statement highlight important applicational changes in retailing in India.

**Unit-II**

2. "There are many factors which affect retailing results, some are demographic, technological and attitude of customers and consumers." Discuss this statement explaining factors which are observed in Indian marketing. Give your answer with appropriate examples.

**Or**

"Successful and a proper retailing in result of effective relationship with customers and smooth relations with channels of distribution and retailing system." Discuss this illustratively in Indian context.

**Unit-III**

3. Define the concept of strategic planning. What are its steps and which factors influences impact of strategic retail planning explain?

**Or**

"Customers feed back, customers buying behaviour studies and careful reading of market trends determines future

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of effective retailing." Discuss this statement highlighting important factors for effective retailing.

#### Unit-IV

4. "World retail marketing structure is very diversified and focused to multi products and services, but Indian retail sector is yet to pickup Global standards." Explain this statement comparing Global retailing scenario with Indian retailing scenario. <http://www.rdvvonline.com>

Or

Describe various strategic profit models and financial features that are found appropriate for retailing business. Give suitable examples for each.

#### Unit-V

5. What are the challenges in managing the following in retailing business :
- (i) Inventory management.
  - (ii) Space management.
  - (iii) Outsourcing management.

Or

Retailing business is attached with two basic problems and challenges.

- (i) Merchandise planning.

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- (ii) Inventory and logistics management suggest how a big retailing organization can cope up with these two explain giving realistic situations.

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