

**D-5438**

**M. B. A. (Second Semester) Examination, June 2019**

**(New Course)**

**RETAIL MANAGEMENT**

**Paper : MS-208**

**Time Allowed : Three hours**

**Maximum Marks : 70**

**Note :** Attempt all the five questions. One question from each unit is compulsory. All questions carry equal marks.

**Unit-I**

1. What are the functions of Retail Management and explain the different type of retailing.

**Or**

**D-5438**

**PTO**

**[ 2 ]**

Explain the Government of India has taken various initiatives to improve the retail industry in India.

**Unit-II**

2. What is Retail Consumer Behaviour and explain the buying decision process?

**Or**

What are the principles of Retail Strategy and what will be strategy for effective market segmentation?

**Unit-III**

3. Discuss the various step involved in choosing a retail location.

**Or**

What is the meaning of merchandising and what's the factor to consider before planning merchandise quality?

**Unit-IV**

4. What do you understand by Store Management? How do you manage a small retail store?

**Or**

**D-5438**

How do you Price Strategy and what are the different pricing strategies?

**Unit-V**

5. Explain about Customer Relationship Management and what is the benefit & disadvantage?

**Or**

What is the meaning of store layout and explain various type of store layout used in Indian retail industry?

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