

C 3422

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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2021**

(CUCSS)

M.B.A.

BUS 4EM 06—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions**Each question carries 1 weightage.*

1. Define hyper-markets.
2. What is the franchise retail business model ?
3. What is diagonal floor plan in a retail store ?
4. Explain the retail mix.
5. What is location quotient ?
6. Define the price discrimination in merchandising.

(6 × 1 = 6 weightage)

Part B*Answer any four of the following questions.**Each question carries 3 weightage.*

7. What are the functions of retailing ?
8. Explain the different types of location sites.
9. What are the objectives of good floor design ?
10. Explain the retail information system.
11. Describe the retail promotion mix.
12. Explain the functions of retail strategy.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** of the following questions.

Each question carries 4 weightage.

13. Explain the evolution of retail industry in India.
14. Detail the retail site selection process.
15. Explain the different retail pricing strategies.
16. Retail buying decision process is a black box. Justify the statement.
17. Elaborate the steps involved in merchandise planning.

(3 × 4 = 12 weightage)

Part D

Compulsory Question.

18. Explain the post Covid - 19 challenges to Indian retail industry.

(1 × 6 = 6 weightage)