C 23485 (Pages : 2) Name..

Reg. No....................................

FOURTH SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, JULY 2022

M.B.A. (CUCSS)

BUS 4EM 06—RETAIL MANAGEMENT

(2016 Scheme)

Time : Three Hours   Maximum : 36 Weightage

Part A

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

1. Define convenience stores.

2. What is the network marketing retail business model ?

3. Define diagonal floor plan in a retail store.

4. Explain international retailing.

5. Define index of retail saturation.

6. Define sell through analysis in merchandising.

(6 × 1 = 6 weightage)

Part B

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

7. Explain the wheel of retailing.

8. Elaborate macro environment with regard to retailing.

9. Discuss the classification of retail locations.

10. Visual merchandising is vital in retailing. Justify the statement.

11. Explain different psychological pricing in retail.

12. What are the elements of retail store image ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any **three** *of the following questions.*
Each question carries 4 weightage.

13. Briefly discuss on the major retailing decisions.

14. Explain the factors influencing customer purchase decision making process.

15. Discuss on the factors to be considered while designing store layout.

16. Explain why merchandise forecasting is critical to retail success.

17. Examine the critical success factors involved in retail promotion mix.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

18. Customer Relationship Management is the backbone of successful retail enterprises. Design a Customer Relationship Management platform detailing the data fields to be captured for analytical purposes.

(1 × 6 = 6 weightage)