

D 105254

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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. (2016 SCHEME) DEGREE EXAMINATION
JULY 2024**

(CUCSS)

M.B.A.

BUS4EM06—RETAIL MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

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

1. What is a Department Store ?
2. What is the importance of Location Decision ?
3. What is Retail Promotion ?
4. What is the objectives of advertising ?
5. What is Sales Promotion ?
6. What is Merchandise Display ?

(6 × 1 = 6 weightage))

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

7. Explain the special characteristics of services retailing ?
8. What is target market ?
9. Explain Non store retailing with examples.
10. What is the significance of branding in retail management

Turn over

11. What is the difference between organised and unorganised retailing ?
12. Explain any *two* Types of store layout.

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Explain the strategic retail planning process.
14. “A store layout displays the over all image of the store”, explain about the importance of store layout ?
15. Mention about the benefits of inventory management ?
16. What are the various steps involved in choosing store location and the issues in selecting retail location ?
17. What are the various steps involved in the process of category management ?

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. What are the different types of pricing in retailing in India ?

(1 × 6 = 6 weightage)