

**D 124939**

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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. (2016 SCHEME) DEGREE EXAMINATION  
JULY 2025**

(CUCSS)

MBA

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 the importance of Location Decision ?
2. What are the characteristic's of Retailing ?
3. Define Advertising.
4. What is Retail Promotion ?
5. What is Visual Merchandising ?
6. What is Non Store Retailing ?

(6 × 1 = 6 weightage)

**Part B**

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

7. Explain the promotion of retail business.
8. What is target market ?
9. Explain the different type of retail location.
10. What is the significance of branding in retail management ?
11. Describe the MNC's role in organized retail format.
12. Explain Non store retailing with examples.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

*Answer any **three** questions.  
Each question carries 4 weightage.*

13. "A store layout displays the overall image of the store." Explain about the importance of store layout ?
14. Retail branding plays important role in retail business. Explain with an Example.
15. How is the buying decision process different in shopping on the internet ?
16. How do customers evaluate a retailer's services ?
17. Explain the strategic retail planning process.

(3 × 4 = 12 weightage)

**Part D**

**Compulsory** question carries 6 weightage.

18. Explain the salient features of strategic profit model.

(1 × 6 = 6 weightage)