

C 60870

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, APRIL 2014

(2010 Scheme)

MBA MAR 9—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is gross margin ?
2. Name any *three* pricing options.
3. Define counterfeit merchandise.
4. What is the formula for inventory turn over ?
5. What is a kiosk ?
6. What are bonded stores ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Write a short note on origin of retailing in India.
8. Explain the pros and cons of electronic shopping.
9. Discuss the factors affecting consumer buying decisions.
10. How good location decision decreases distribution cost ?
11. What do you mean by retail mix ? Discuss the concept of retail positioning.
12. How a life style retailer improves financial leverage ?
13. Why inventory is necessary in a store ? What are the main reasons for poor inventory management ?
14. What do you mean by category management ? Why it is required in retailing ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. How a retailer can do trade-offs between variety, assortment and product availability? Explain with examples.
16. "Service quality as perceived by the customers must meet customers' expectations". Explain with an illustration.
17. What do you mean by trading area? How a trading area can be analysed? What factors must be considered while analysing a trading area?

(2 × 6 = 12 weightage)