

C 82571

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A DEGREE EXAMINATION, JUNE 2015

(CUCSS)

Marketing

BUS 4EM 06—RETAIL MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

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

1. What is scrambled merchandising ?
2. What is a vending machine ?
3. What do you mean by brick and mortar retailing ?
4. What do you mean by Horizontal price fixing ?
5. What do you mean by functional product grouping ?
6. What do you mean by assortment display ?

(6 × 1 = 6 weightage)

Part B

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

7. Differentiate retail chain and franchises.
8. What are the different types of vertical marketing system ?
9. Explain the wheel of retailing.
10. What is the different traffic patterns used in a shop ?
11. Differentiate organised and unorganised retailing.
12. What are the elements of retail atmosphere ?
13. What are the key issues faced by direct marketers ?
14. Explain the scope of online retailing.

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Explain retail promotion mix.
16. Explain the different pricing strategy.
17. Explain the present retail scenario in India.

(2 × 6 = 12 weightage)