

C 23653

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017

(CUCSS)

Elective—Marketing

BUS 4E M06—RETAIL MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What do you mean by price-discrimination ?
2. What is a marquee ?
3. What do you mean by supermarkets ?
4. What do you mean by merchandise space in a store layout ?
5. What is market penetration pricing ?
6. What do you mean by POP display ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What do you mean by infomercial? How is it different from TV commercials ?
8. What are the key issues faced by direct marketers ?
9. Differentiate top down and bottom up space management approaches.
10. What is the process involved in implementing merchandise planning.
11. What are the different types of display technique available for a retailer ?
12. Explain the scope of organised retailing in India ?
13. What do you mean by reverse logistics? Explain it with suitable example.
14. Explain the different steps involved in merchandise forecasting.

(6 × 3 = 18 weightage)

Turn over

Part C

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

15. Explain the different non-store retailing techniques.
16. Explain different elements of retail image.
17. Explain the steps involved in deciding store layout.

(2 × 6 = 12 weightage)