FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

Syllabus Year 2016

M.B.A.

Specialisation : Marketing

BUS 4E M06—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A

Write short notes on all the questions.
Each question carries 1 weightage.

1. Wheel of retailing.

2. Visual merchandising.

3. Retail site location.

4. Credit management.

5. Labelling.

6. Retail control.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.
Each question carries 3 weightage.

7. Enumerate and explain the types of retailing.

8. What is retail information system ? Explain

9. How would you decide on the store size ? Explain.

10. Write a note on store security aspects.

11. Explain the procedure for buying and handling of merchandises.

12. Write a note on management of retail inventory.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. "Retailing is still in unorganised sector in India"- Discuss.

14. Discuss the methods of resource allocation in retailing.

15. Explain how to forecast the requirements of retail merchandise.

16. Trace the various pricing strategies during occasions in India and explain.

17. Explain the role of atmosphere in retailing.

(3 × 4 = 12 weightage)

Part D

Compulsory *question.*

18. Case analysis :

Keeping up with the pace of modern technology is a problem the retail industry faces. For instance, retail point of sale technology often uses computer systems that are several years behind the computer industry as a whole. An article in Mobile Commerce Daily by Peter Finocchiaro points out that the inability of retail industry technology to keep up with initiatives such as mobile digital coupons is a problem that the industry regularly faces. Given the rate of turnover and the constantly changing economic environment, constantly upgrading and keeping their equipment and networks running on the newest technologies can be difficult for retail leaders.

Explain how to keep pace with retailing technology for a national level player in India.

(6 weightage)