

D 42971

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Name.....

Reg. No.....

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

(CUCSS)

M.B.A.

BUS 4E M06—RETAIL MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 80 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What are loyalty programs ?
2. What do you mean by adding value to customer service ?
3. Define organized retailing ?
4. Who are internal customers ?
5. What is sales promotion ?
6. What is store location.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Describe a 'hyper market' and a 'specialty store' with examples.
8. Describe the key sectors of retail in India in detail.
9. What are the stages of consumer decision making and their impact on retail strategies ? Explain with suitable examples.
10. Discuss the importance of Customer Relationship Management in Retail business.
11. Explain the various types of store layouts with relevant diagrams.
12. How does retailing rate as potential career compared to others you are considering ?
13. How important is the role of pricing in retail marketing mix ?

Turn over

14. Briefly discuss the Functions of Retailer.

(6 × 3 = 18 weightage)

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Discuss the importance of Branding in retail business.

16. What are the various methods of retail sales forecasting ? Explain with suitable examples.

17. Explain the scope and importance of Sales management in Retailing in India ?

(2 × 6 = 12 weightage)