

C 61102

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, MAY/JUNE 2019

(CUCSS)

M.B.A.

BUS 4E M06—RETAIL MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Write short notes on all the questions.

Each question carries 1 weightage.

1. Unorganised retailing.
2. Visual merchandising.
3. Retail information system.
4. Credit management.
5. FFS packaging.
6. Retail control.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Enumerate and discuss vertical marketing system.
8. What is trading area analysis ? Explain.
9. How would you decide on the store size ? Explain.
10. Write a note on layout of retailing.
11. Explain the procedure for buying and handling of merchandises.
12. Write a note on retail store image.

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. "Retailing is still in nascent stage in India". Discuss.
14. Discuss the methods of resource allocation in retailing.

Turn over

15. Explain the various theories of retail store location.
16. Trace the various pricing strategies followed by corporate retailers in India.
17. Explain the role of atmosphere in retailing.

(3 × 4 = 12 weightage)

Part D

Compulsory Question.

18. Case analysis :

An area of challenge for the retail industry is the economic uncertainty it faces moving forward. The retail industry as a whole is largely dependent upon the economic well being of the nation. As the nation prospers and people have more money to spend, the retail industry generally flourishes. However, in more difficult economic times, the retail industry is often faced with potential shrinkage. Columbus IT also indicates that the future uncertainty of global economic markets makes economic planning difficult in the retail world.

Explain the developments in the Indian economy and the future of organised retailing.

(6 weightage)