

C 82112

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2020

(CUCSS)

M.B.A.

BUS 4E M06—RETAIL MANAGEMENT

(2016 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define speciality stores.
2. What is independent retail model ?
3. What is mixed floor plan in a retail store ?
4. Define retail value chain.
5. What is license plate analysis ?
6. Explain the seasonal mark downs in merchandising.

(6 × 1 = 6 weightage)

Part B

Answer any four of the following questions.

Each question carries 3 weightage.

7. Explain the non store based retailing.
8. Explain the factors influencing retail shopper.
9. Elaborate assortment planning.
10. Describe the retail promotional objectives.
11. Elaborate external atmospheric with respect to a retail store.
12. Detail the advantages of effective inventory management in retail.

(4 × 3 = 12 weightage)

Part C

Answer any three of the following questions.

Each question carries 4 weightage.

13. Briefly discuss on the challenges to retail development in India.
14. Explain the methods of evaluating a trading area.
15. "Pricing is a highly sensitive part of retail marketing mix". Explain the pricing strategies in retail.
16. Explain the various pillars of retail control systems.
17. Explain the steps involved in retail budgeting and resource allocation.

(3 × 4 = 12 weightage)

Part D (Compulsory Question)

The question carries 6 weightage.

18. "Digital is the new normal in retail industry". Justify the statement with real world examples.

(1 × 6 = 6 weightage)