MBA 4th Semester Examination
June. 2014
Subject – Retail Management
Subject Code – MSL-614

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

Q1:
   a) What is Retail Environment?
   b) Identify the emerging trends in retailing?
   c) Describe briefly Retail Strategy Development
   d) Enumerate the stages of Retail Planning Process.
   e) Briefly define the GAP Model?

SECTION-A

Q2. What is retailing? Has India reached the growth stage in retail? Outline the key drivers of retail change in India.

Q3. “Store Layout, Design and Location are the key ingredients for the success and failure of a Retail Store”- Do you agree or disagree? Substantiate your answer with appropriate examples.

Q4. Explain the varied factors that influence a consumer’s retail shopping behavior. How a retailer can use these factors in order to boost his sales?

SECTION-B

Q5. What are the different marketing strategies used in merchandise management in India?

Q6. Explain the importance of handling complaints in retailing. What are different methods used for it? What are the different legal issues involved with it?

Q7. Keeping in mind the development and growth of Retail Industry in India, do you agree that the impact of Information Technology has deeply affected the retail business? Which of the store-based retail formats are most vulnerable to competition from the internet retailers?