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MBAS 509

**III Semester M.B.A. Degree Examination,
November/December 2019**

BUSINESS ADMINISTRATION

Retail Management

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

(Compulsory)

Answer to the following question should not exceed 6 pages :

(1 × 15 = 15)

1. Critically evaluate recent trends in retail industry in India.

SECTION - B

Answer **any five** questions. Each question carries **8** marks. Answer to the question should not exceed 5 pages :

(5 × 8 = 40)

2. Discuss different retail formats, its characteristics with suitable examples and its relevance.
3. "Selection of location plays a predominant role in Retail location Selection". Justify your answer.
4. Explain the presentation techniques in store management.
5. Discuss the consumer decision-making process in retail sector, by taking an example of shopping behavior.
6. "Market research provides good insights for understating retailing." Discuss the areas of retail research.
7. Briefly explain retail pricing strategies and their suitability.
8. What is merchandise management? What is the need for it?
9. Discuss different steps involved in developing retail strategy.



SECTION - C
(Compulsory)

Answer to the following should not exceed 6 pages : **(1 × 15 = 15)**

10. You have been appointed as a Retail Stores Manager for ABC Ltd. Your company is a Supermarket, and had good customer base. Due to huge offers and discounts by online marketers, you are unable to face competition. Your store traffic has come down. Your sales has been effected. What are different kinds of strategies, you would design to boost your sales and increase retail traffic?
