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MBAS 509

Third Semester M.B.A. Degree Examination, September 2020
BUSINESS ADMINISTRATION (Repeaters)
Retail Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

*Sri Dharmasthala Matheshwar
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library*

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

1. "Online Marketing is offering tremendous challenge for Retail Industry". Critically evaluate challenges of retail marketing in this context and what strategies you need to develop.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **8** marks. Answer to **each** question should **not** exceed **5** pages : (5×8=40)

2. Explain the types of ethical issues in retailing.
3. Explain pricing strategies adopted in retail industry.
4. Explain the need and process of retail audit.
5. Discuss the consumer decision-making process in retail sector.
6. Explain the areas of retail research and its relevance.
7. Why location decisions are important in retail business ? Explain.
8. Explain the principles of store design.
9. Discuss different steps involved in developing retail strategy.

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

10. KFC restaurants doing an about-face abroad. The KFC global design team has been working to overhaul and modernize the brand's visual appearance to the public, all new and remodeled stores there are begin based on a sleek design concept that encourages patrons to linger. KFC certainly hopes their customers spend longer. KFC certainly hopes their customers spend longer hours in their restaurants, and that is reflected in sales growth. As a result, KFC tries to keep renewing their concepts in this direction, satisfying customers' preference for spending time at places where they feel relaxed, where they perceive the place as part of their daily lives with materials, colours and lighting.
- Identify the key elements that have contributed in enhancing the visual appeal of KFC. What visual merchandizing techniques does KFC follow ?
 - Discuss some of the factors affecting the exterior and interior layout of a store.

Sri Dharmasthala Manjunatheshwara
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