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MBAS 509



Third Semester M.B.A. Degree Examination, April/May 2022
BUSINESS ADMINISTRATION
Retail Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

1. Compare and evaluate traditional retail formats with modern retail formats giving suitable examples.

SECTION – B

(5×8=40)

Note : Answer **any five**, **each** question carries **8** marks. Answer to the question should **not** exceed **five** pages.

2. Discuss the role of technology in retailing by listing the various hardware and software tools used in retailing.
3. What is services retailing ? Discuss the types of services retailing and strategies used in services retailing.
4. What is Visual merchandising ? Discuss important components of visual merchandising.
5. Describe the CRM strategies used in retailing industry, giving appropriate examples.
6. Discuss the various stages of consumer decision making and their impact on retail strategy.
7. Outline the importance of locational decisions for an upcoming retail mall.
8. Define Marketing research and explain its significance in retail business.

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

9. **Case analysis**

Bharti group of Industries has tied up with an International retail chain 'WALMART' to open various cash and carry stores in wholesale segment. To start, with they have opened their first store in Amritsar (Punjab) and now are gradually expanding to other important Tier I and Tier II cities across India.

They have appointed you as a consultant to advise them in various decision areas involved in Retail Management and want to seek your advise to ensure success of their operations.

Questions :

- a) What are the merchandise management decisions involved and what advice you will give for category management and planning ?
- b) What performance measures you will suggest to measure the performance of their retail outlets ?
- c) What Human Resource issues are involved and how these Human resources functions can be addressed ? Give a brief account of them.