



AAJ-010-003404 Seat No. _____

M. B. A. (Sem. IV) (CBCS) Examination

April / May – 2016

ECT- 10405 : Retailing Management

Faculty Code : 010

Subject Code : 003404

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks

1 Explain the following: (Any Seven)

- (1) Store Image
- (2) Hyper market
- (3) Retail Brand
- (4) E-tailing
- (5) Retail Strategy
- (6) RFID application in Retail Management
- (7) Retail Information System
- (8) Visual Merchandising
- (9) Organized and unorganized retail formats.

2 (a) Discuss the principles of Retail Advertising.

- (b) Explain the dynamics of creating and maintaining a retail image.

OR

2 (a) Discuss the merchandise presentation techniques used by retailers worldwide.

- (b) Explain the pricing strategies adopted by retailers.

3 What are the trends in on-line retailing? How is it affecting the off-line retailers in India?

OR

3 Explain the importance of technology and relationships in retailing.

4 (a) Explain retail advertising and promotions effect on shopper's behavior.

(b) Discuss how the entry of foreign retailers may affect the Indian Retail Sector.

OR

4 (a) What are the challenges faced by retailers in India? Discuss.

(b) Explain the importance of Sales forecasting in Retailing.

5 Discuss the scope and prospects of retail sector in the Indian context, describing the drivers of growth of retailing in the country.
