



**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.

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