

(4)

9. What objectives are achieved by a retailer through pricing? State the different pricing techniques observed in present retailing. 10

A-24

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Roll No. \_\_\_\_\_

## MS-3153

M.B.A. (Retail Management) (Second Semester) Examination, 2015

INTRODUCTION TO RETAIL

(MBA(RM)-022)

***Time Allowed : Three Hours ] [ Maximum Marks : 70***

Note : Answer five questions in all. Question No.1 is compulsory. Answer one question from each unit.

1. Answer briefly on the following concepts while highlighting their characteristics in not more than 100 words :  $3 \times 10 = 30$
- (a) Category killers
  - (b) Omni-channel Retailing
  - (c) CRM
  - (d) Wheel of retailing

(2)

- (e) Franchising
- (f) Labour Scheduling
- (g) Planogram
- (h) Predatory pricing
- (i) Retailing concept
- (j) Atmospheric

Unit-I

2. Discuss the key components of retail mix, stating the characteristic features of each of them. 10
3. Present the variety of retail formats known to you in a chart depicting characteristic differences amongst them on various parameters. State the difference between traditional unorganized retailing and modern organized retailing. 10

Unit-II

4. What are the components of Retail Market Strategy? Describe them in detail. Elaborate

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on those methods/strategies which help in Retail Growth. 10

5. What are the objectives of a retailer? Explain how the financial objectives are achieved through financial management. 10

Unit-III

6. Which activities comprise the store management? Discuss them briefly. Also highlight the different store layouts used by the retailers presently. 10
7. (a) State the difference between retail location and retail site location.  
(b) Discuss the promotional approaches used by the retailers in short. 5×2=10

Unit-IV

8. What is Merchandise Planning Process? Discuss the steps involved. What is GMROI? 10

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P.T.O.