

Paper Code: MBA-MK04

Roll No.

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MBA
(SEM IV) EVEN SEMESTER EXAMINATION, 2015-16
RETAIL MANAGEMENT

[Time: 3 hrs.]

[Max. Marks: 100]

Note:- Attempt All questions.

1. Attempt any four of the following: - [5x4=20]
- (a) Define Retailing with example.
 - (b) Define Atmospheric with example.
 - (c) What is Store Design, illustrate with examples.
 - (d) What is Units Per Transaction (UTP) and Average Transaction Value (ATV), explain with example.
 - (e) What is Dynamic Clustering, illustrate with example.
 - (f) Define Visual Merchandising, illustrate with examples.
2. Attempt any four of the following: - [5 x4=20]
- (a) What is Retail Trolleyology, illustrate with example.
 - (b) Define Cross Merchandising, illustrate with examples.
 - (c) What is Retail Store Image, illustrate with examples?
 - (d) What is Web-Based Store Layout, illustrate with examples?
 - (e) Write a brief on Shopping at World Stores, explain with suitable example.
 - (f) Define Retail Branding, illustrate with examples?
3. Attempt any two of the following: - [10x2=20]
- (a) Write a short note on Retail Information Systems.
 - (b) Write a brief on the Retail Merchandising.
 - (c) Enlist a minimum of ten precautions to be taken in Site Selection for a Premium Brand Retail Outlet.
4. Attempt any two of the following: - [10x2=20]
- (a) Differentiate between Single Brand and Multi-Brand Retailing.
 - (b) List essentials characteristics of a Discount Based Retailing Organization.
 - (c) What are the various techniques of Retail Pricing, illustrate with example?
5. Attempt any two of the following: - [10x2=20]
- (a) Write a short note on Types of Retail Layouts, enlist four types of layouts and explain one in detail with example.
 - (b) Write a short note on impact of Local Culture on International Retailing.
 - (c) Write a short note on impact of E-Commerce on traditional Retailing.