

MBA II Year Examination

MP-602 : Retail Management

Time: 3 Hours

Max. Marks: 80

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A

(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. What is the definition of Retailing?
2. Write the steps of Retail strategic planning process?
3. Differentiate Public Relations and Publicity?
4. What is the point of purchase display?
5. Define CRM?
6. What are the key components of store operations?
7. What are the stages of Retail staffing process?
8. Define store maintenance.
9. Define e-tailing?
10. Why technology is required in Retailing?
11. What is the FDI percentage allowed in Multi Brand retail?
12. How many types of store layout available in store design? Name them.
13. What do you understand by visual merchandising?
14. Define Huff's Gravity Model?
15. What do you understand by single line speciality retail?
16. Write the definition of Merchandise management in Retailing?
17. Write difference between Food oriented retailer and Non-Food oriented retailer?

18. Write four importance of Retailing?
19. What do you understand by Market penetration?
20. Write the tool of Retail communication mix.
21. What is Direct marketing?
22. What is Customer Database?
23. What do you understand by Store Navigation?
24. Which was the first multi brand retail house was allowed for FDI in India ?

Section B

(Short Answer Type Questions)

Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. Write difference between Speciality stores and Discount stores?
2. What are the functions of Retailers?
3. Write SWOT of Retail market strategy.
4. How to manage and compete with competitor in Retail Industry?
5. Explain STP approach in Retail marketing?
6. Difference between Advertising v/s Publicity?
7. What are the objectives and tools of Public Relations?
8. What are the customer retention techniques being used in Retail Industry?
9. What skills are required for efficient store manager?
10. What is Job analysis and Job design in Retailing?
11. What are the challenges faced by Human Resource in Retail sector?

12. What are the benefits of technology in Retailing?
13. What technologies are being used in Online Retailing Store?
14. What are the current retail FDI policies available in Retail management?
15. Write the SWOT analysis of FDI in retail sector.
16. What are the challenges against the organized retail sector in India?
17. Explain Grid and Loop store layout.
18. What is Interior and Exterior retail store designing?
19. Explain the types of Retail location. Visit websites of District centre, Janakpuri, New Delhi and explain the features of its location.
20. Explain the theories of Retail location.
21. Explain the steps of choosing a retail location.
22. How to implement the advertising programs in retail management?
23. Explain nature and scope of advertising?
24. What are the characteristics of advertising?

Section C

(Long Answer Type Questions)

Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

1. Write down the current Indian scenario in Retail format.
2. Write down the services of Retailers towards:-
 - Wholesalers
 - Producers

- Retailer
- Consumers

3. Write down the process of Retail strategic planning process?
4. Take Reliance Fresh as an example and write Retail marketing mix based on that.
5. What is the criteria for selecting media in Retailing?
6. What are the steps of personal selling in Retail. Quote your personal example
7. Write a personal experienced case study on CRM program implementation on retail store. (Choose any retail store)
8. What are the duties and responsibilities of store manager?
9. Explain the stages of Manpower Planning in Retail Industry.
10. What is the selection process of Manpower in Retail Industry?
11. What are the elements of store maintenance? Explain all the elements by quoting suitable examples.
12. What are the Retail technologies used in Brick and Mortar retail store. What was your personal experience on visit of any organized retail store.
13. How mobile phone technology can be beneficial in Retail Industry. Have you ever used any mobile phone feature relating to retail industry. Explain
14. What are the benefits of FDI (Foreign Direct Investment) to various stakeholders?
15. What are the different trends of retail store layout available in retail industry?
16. How should be the lighting and furniture must be designed for the better store lookout?
17. What is the importance of Location Analysis before opening any retail store?

18. What are the factors affecting the retail location planning?
19. What are the various sales promotion techniques available in retail industry?
20. Explain the retail industry pricing strategy.
21. Explain the pre-requisites of Retail marketing.
22. Explain minimum 10 important reason for retailing in India
23. Explain Training and development program of Staff in Retail Industry.
24. What are the functions of Retailers?