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Total Number of Pages: 2

MBA  
MGT406A

**4<sup>TH</sup> SEMESTER BACK EXAMINATION, 2016-17**  
**RETAIL MANAGEMENT (RM)**

**Branch: MBA**  
**Time: 3 Hours**  
**Max marks: 70**  
**Q.CODE : Z920**

**Answer Question No.1 and 2 which is compulsory and any four from the rest.**

**The figures in the right hand margin indicate marks.**

- Q1**      **Answer the following questions:**      **(2 x 10)**
- a) What is meant by retail format?
  - b) Differentiate between POD and POP
  - c) What are the reasons of retail shrinkage?
  - d) Outline the advantages of RFID in retail
  - e) List the strategies adopted by retail stores to retain their customers.
  - f) How is BTL promotion different from ATL promotion?
  - g) What is cross docking?
  - h) Distinguish among staple, fashion and a fad.
  - i) Differentiate between sweepstake and contest.
  - j) Define Retail equity.
- Q2**      Why should a retailer highlight price and not product features in its sales promotion for national branded products? Should the same rules be applied for private-label brands?      **(10)**
- Q3**      Describe the types of promotion techniques for two wheeler products in your home state.      **(10)**
- Q4**      What is meant by retail consumer behavior? What is the role of attitude and perception in retailing buying behavior of customers in India?      **(10)**
- Q5**      What is the relevance of pricing strategy in the overall retail marketing mix? Discuss the influence of various external factors on the determination of retail price.      **(10)**

- Q6** What factors do retailers consider while evaluating an area of the country to locate a store? How do retailers determine location characteristics? **(10)**
- Q7** What is store management? Discuss the role of a store manager in a modern retail store. **(10)**
- Q8** **Write short notes on any two.** **(5x2)**
- a) Visual Merchandising
  - b) Wheel of retailing
  - c) OTB