Total Number of Pages : 02 Ath Semester Regular / Back Examination 2018-19 RETAIL MANAGEMENT BRANCH : MBA Max Marks : 100 Time : 3 Hours Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III. 210 The figures in the right hand margin indicate marks. Part-I C1 Only Short Answer Type Questions (Answer All-10) What is meant by open to buy (OTB)? Uhitine at least two advantages of cross-docking. What is the role of RFID in retailing? f) State one difference between product-related and unrelated brand extensions with examples. g) Differentiate between sweepstake and contest. h) How does vicarious learning influence consumer buying behavior? j) Distinguish among staple, fashion and a fad. j) "Differentiate between POP and POD with suitable examples. 210 Only Focused-Short Answer Type Questions. (Answer Any Eight out of Twelve) Allow can retailers use training and motivating employees in their human resource management practices to gain competitive advantage? b) Differentiate between Organized Retailing and Unorganized Retailing from the Indian perspective. 210 210 Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar. b) Discuss the role of a store manager in a modern retail store. f) Analyze the reasons why retailers choose to go international. g) What are the characteristics of a good store layout? h) Discuss the role of logistics management in modern retailing. Enumerate the role of retail information system. j) What is Boutique Layout? Discuss its advantages and disadvantages? k) Elucidate the functions of retailing. Analyze the role of CRM in retailing.			210 210	210	210	210	210	210
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210		210	210	210	210	210	210	210
				Par	t-III			
		Only Long	Answer Type Q	uestions (Answe	er Anv Two ou	ut of Four)		
	Q3	What is ret	• •	mix? Discuss th	-	-	arried by <i>Big</i>	(16)
210		210	210	210	210	210	210	210
	Q4	Explain Visu customer pe		ng. Analyze the vi	sual merchand	dising aspect of I	<i>Vestside</i> from	(16)
	Q5			ecathlon might ha	ve considered	d before finalizing	its location in	(16)
	Q6	Bhubaneswa Why should		light price and no	t product feat	ures in its sales	promotion for	(16)
210				Should the sam				210
210		210	210	210	210	210	210	210
210		210	210	210	210	210	210	210
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