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Total Number of Pages : 02

MBA
15MNG402A

4th Semester Regular / Back Examination 2018-19

RETAIL MANAGEMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F188

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- Write two characteristics of a good range plan.
- What is meant by open to buy (OTB)?
- Illustrate the relevance of CBD?
- Outline atleast two advantages of cross-docking.
- What is the role of RFID in retailing?
- State one difference between product-related and unrelated brand extensions with examples.
- Differentiate between sweepstake and contest.
- How does vicarious learning influence consumer buying behavior?
- Distinguish among staple, fashion and a fad.
- Differentiate between POP and POD with suitable examples.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- How can retailers use training and motivating employees in their human resource management practices to gain competitive advantage?
- Differentiate between Organized Retailing and Unorganized Retailing from the Indian perspective.
- Explain Merchandise planning and control with example.
- Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar.
- Discuss the role of a store manager in a modern retail store.
- Analyze the reasons why retailers choose to go international.
- What are the characteristics of a good store layout?
- Discuss the role of logistics management in modern retailing.
- Enumerate the role of retail information system.
- What is Boutique Layout? Discuss its advantages and disadvantages?
- Elucidate the functions of retailing.
- Analyze the role of CRM in retailing.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 What is retail promotional mix? Discuss the various sales promotions carried by **Big Bazaar** in a city you are acquainted with. **(16)**

Q4 Explain Visual merchandising. Analyze the visual merchandising aspect of **Westside** from customer perspective. **(16)**

Q5 Describe the factors that **Decathlon** might have considered before finalizing its location in Bhubaneswar? **(16)**

Q6 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? Explain. **(16)**