

(Following Paper ID and Roll No. to be filled in your  
Answer Books)

Paper ID : 270466

Roll No. 

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M.B.A.

Theory Examination (Semester-IV) 2015-16

**RETAIL MANAGEMENT**

*Time : 3 Hours*

*Max. Marks : 100*

**Section-A**

**Q1. Attempt all parts.**

**(2×10=20)**

- (a) What do you mean by retailing as a sales activity? Discuss its functions.
- (b) "The mall culture is growing very fast in India due to boom in retailing industry"- Explain.
- (c) Why are employee needs important in developing a retail organization?
- (d) Why would a retailer be interested in job standardization and cross-training for its employees?

- (e) Describe and evaluate the merchandising philosophy of your favorite restaurant.
- (f) Differentiate among three types of impulse purchases. Give examples of each.
- (g) Distinguish between the terms: logistics and inventory management. Give an example of each.
- (h) Comment on this statement: "A poor location may be such a liability that even superior retailers cannot overcome it." Is it always true? Give examples.
- (i) Can branding help in growth of retail industry? Explain.
- (j) Select a product sold through vending machines, and present a brief plan for doing so.

**Section-B**

**Q2. Attempt any five parts.**

**(10×5=50)**

- (a) What is your favorite apparel retailer? Discuss the criteria you use in making your selection. What can a competing firm do to lure you away from your favorite firm?

- (b) As a consumer, what are the advantages and disadvantages of having a Web site?
- (c) As a small retailer, devise a retail information system.
- (d) A drugstore chain has decided to open outlets in a combination of isolated locations, unplanned business districts and planned shopping centers. Comment on this strategy.
- (e) How can these retailers improve their productivity?
- (i) College bookstore
  - (ii) House-painting service
- (f) How should Indian retail industry prepare itself for competition from international giants?
- (g) Why is it necessary to develop a thorough, well integrated retail strategy? What could happen if such a strategy is not developed ?
- (h) How do cultural factors affect the choice of retail location in international market?

## Section-C

**Attempt any two questions. All questions carry equal marks.**

**(15×2=30)**

- Q3. What structural change do you think is required for growth of retail Industry.
- Q4. “Success in a retail environment largely depends on the workforce.” Critically examine.
- Q5. Retail Industry contributes significantly in service sector GDP. How operational impediments should be checked for the growth of retail industry?

