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Roll No. :

576435(76)

**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Specialization : Marketing Management)

(Management Branch)

RETAIL MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Attempt all questions. Attempt any one part
from each unit. Each part carries 16 marks.***

Unit-I

- 1. Discuss the importance of retailing in Indian economy.**

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PTO

[2]

Or

Explain the concept of Retailing. What are the strategies for building and sustaining relationships in retailing?

Unit-II

2. Explain supply chain management.

Or

Write short notes on :

- (i) Asset management
- (ii) Operational dimensional in retail

Unit-III

3. Why is merchandise management key area in Retailing?

Illustrate your answer.

Or

Write a detailed note on Logistics and inventory management.

Unit-IV

4. What is Retail promotion? What are the elements of Retail promotion mix? Explain in detail.

[3]

Write short notes on :

- (i) Retail pricing strategy
- (ii) Retail Brand

Unit-V

5. Define store operations. Discuss store layout and design for general merchandise type of retailers.

Or

Write a detailed note on financial management issues related to retail.