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

(New Course)

(Management Branch)

RETAIL MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt all questions. All questions carry equal marks.

Unit-I

1. Compare and contrast the retail mixes of convenience stores, traditional supermarket, supercenters and warehouse stores. Can all of these food retail institutions survive over the long run? How and why?

[2]

Or

What are the expected and augmented value chain elements for each of these retailers :

- (i) Roadside diner
- (ii) Resort hotel
- (iii) Local bank

Unit-II

2. Explain the concept of retailing. Why do managers need to consider ethical issues in making decision.

Or

Why should retailers be concerned about the needs of their employees? What can retailers do to satisfy their needs.

Unit-III

3. Which is more difficult, implementing a merchandise plan for a small music stores or music superstore? Explain your answer.

Or

Explain the basic premise of the retail method of accounting. Present an example.

[3]

Unit-IV

4. How can advertising, public relations, personal selling and sales promotion complement each other for a retailer?

Or

What is retail branding? Explain characteristics of retail brand. Discuss its significance for retailers.

Unit-V

5. Explain how an efficient supply chain system can increase a retailers level of product availability and decrease its inventory investment.

Or

Write short notes on :

- (i) The strategic profit model
- (ii) Store operation