M.B.A.

(SEM. IV) EXAMINATION, 2006-07

RETAIL MANAGEMENT

Time : 3 Hours] [Total Marks : 100

Notes : (i) Attempt all questions.
(ii) All questions carry equal marks.

1 Write short notes on any four parts of the following : 5×4=20

(a) What do you mean by Retailing as a sales activity? Discuss its functions.

(b) Indian retail industry is fast shifting from inorganised to organised format. What factors do you think are responsible for this shift?

(c) Develop a plan for a big corporate wanting to enter into retail chain of restaurants.

(d) How marketing structure is changing in India due to influence of retailing in last few years? – Explain.
(e) "Strategic planning in a tool for effective marketing and distribution of goods and services." – Explain.

(f) "The mall culture is growing very fast in India due to boom in retailing industry." – Explain.

2 Attempt any two parts of the following: \(10 \times 2 = 20\)

(a) Effective communication with customers at retail end is very important, hence careful use of point of sale material by retailer is a must. Critically evaluate the statement.

(b) Proper application of the concept of Segmentation, Targeting and Positioning be adopted for selection of retailer by the manufacturer. – Explain.

(c) Discuss nontraditional forms of retailing.

3 Attempt any two parts of the following: \(10 \times 2 = 20\)

(a) What factors need to be taken into consideration while selecting people in a retail organisation?

(b) Service Quality perception plays an important role in retail success. Analyse the statement in light of SERVQUAL model of service quality.

(c) How do you think can branding help in growth of retail industry?

VB-7039] 2 [Contd...
4 Attempt any two of the following: \(10 \times 2 = 20\)

(a) What do you mean by out of store retailing? Differentiate this with instore regular retailing.

(b) How is pricing decision taken in retailing?

(c) Retail information systems consists of various subsystems. What are they and how do they work?

5 Attempt any two of the following: \(10 \times 2 = 20\)

(a) What factors need to be considered for going global in retailing?

(b) KFC failed and Wal Mart had to wait long for its entry into India. Explain the reasons in view of the factors of internationalisation.

(c) How should Indian retail industry prepare itself for competition from international giants?