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Paper Id: 193247 **Roll No.** | | | | | | | | | | |

MAM

(SEM-VIII) THEORY EXAMINATION 2018-19

RETAIL MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. Define e-retailing.
b. What are hyper markets?
c. Define digital retailers.
d. State various type of retail locations.
e. What do you mean by breaking bulk in retailing?
f. Differentiate between organized and unorganized retailing.
g. What is merchandise?
h. What is meant by assortment in retailing?
i. What is impulse purchase?
j. Define private labels.

SECTION B

2. Attempt any *three* of the following: 10x3=30

a. Discuss the merits and demerits of online retailing format. Also explain the future of internet retailing in India.
b. Analyze the reasons of popularity of organized retailing in India. Also give your suggestions to traditional retail markets to face the challenges in upcoming retail scenario.
c. Critically examine the role of "buying organization" in a retailing organization with the help of standard merchandise classification scheme and organizational chart.
d. Explain how a retailer takes his buying decision? What steps are involved and what precautions /measures should be taken by a retailer during each stage of consumer buying process?
e. What are your suggestions and guidelines for a multinational retailer who just has decided to enter into Indian retail industry?

SECTION C

3. Attempt any *one* part of the following: 10x1=10

a. What do mean by retail business? Explain the role and functions of a retailer in a competitive business environment with suitable examples.
b. Describe the importance of organized retailing in the growth of economy of a developing country.

4. Attempt any *one* part of the following: 10x1=10

a. Discuss the challenges encountered by retailers in changing consumer buying behavior in India.
b. Explain various factors influencing Indian retail consumers.

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5. Attempt any *one* part of the following: 10x1=10

a. What competitive merits and demerits do hypermarkets have in comparison with supermarkets?

b. What do you mean by store location? What factors must be considered while analyzing a suitable store location?

6. Attempt any *one* part of the following: 10x1=10

a. What store layout mean for a store? Explain various types of store layout used in Indian retail industry with its merits and demerits.

b. How a retailer can do trade-offs between variety,assortment and product availability? Explain with suitable examples.

7. Attempt any *one* part of the following: 10x1=10

a. Explain the concept of retail brand and retail branding? Also explain why and how retailers are treated as brands?

b. Critically analyze the significance of GAP model for improving the quality of retail service in recent context.

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