

<b>3M3016</b>	Roll No. _____	Total No of Pages: <b>2</b>
	<b>3M3016</b> <b>M. B. A. III Sem. (Main/Back) Exam., Dec. 2017</b> <b>M-321(Major-I) Retail Management</b>	

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based 1 question, which is compulsory.*
- (iii) *All questions carry equal marks.*

**SECTION-A**

- Q.1 Give the functions of retailing. Discuss briefly the emergence of the organized retailing and new retail formats in India. [14]
- Q.2 In what ways the research of retail consumer behaviour is essential for the success of retailing? Explain retail buying process in brief [14]
- Q.3 Discuss the factors a retailer should consider before selecting a final site for locating his store. Compare the advantages of locating in an unplanned V/s a planned business district. [14]
- Q.4 What is the relevance of pricing strategies in the overall retail marketing mix? Analyse any three retail pricing strategies in details. [14]
- Q.5 Describe the relevance of Customer Relationship Management in retail organizations. Also identify the key objectives and aspects of retail loyalty programmes. [14]
- Q.6 (a) Describe the major concerns of store space management. [7]
- (b) What is the role of Internet technology in redefining the retail industry? [7]

**SECTION-B**

**Case Study**

- Q.7 Select any two departmental stores of your choice and compare the salient features of their atmospherics by identifying their discriminating aspects. Also, discuss important components of visual merchandise used by them to leverage the benefits. [14]