

2018
MBA
MBA 3.3 (B)
RETAIL MANAGEMENT

Full Marks :70

Time : 3 Hours

(The figures in the margin indicate full marks for the questions)

Section - A

Answer any 5 questions:

2x5=10

1. What is retailing?
2. What do you mean by direct selling?
3. What is franchising ?
4. What do you mean by planogram?
5. What is the meaning of exclusive shop?
6. What is discount store?

Section - B

Answer any 5 questions:

5x4=20

1. Discuss the buying process?
2. What are the different types of retailers?
3. Discuss design and visual merchandising?
4. Explain the pricing in retailing?
5. Explain customer buying behaviour?
6. Discuss the compensation plan ?

Section - C

Answer all the questions :

3x8=24

Write short notes on

1. Retail locations and site locations
2. Training and development in retailing
3. Physical distribution in retailing

P.T.O.

Section - D

Compulsory questions: 16

1. In a global economy, supply chain management often includes dealings with companies and individual contributors in other countries, which requires involvement in politics, trade and tariff laws, quality control, and international relationships.

(a) Explain the above statement 8

2. Online shopping is an activity in which a customer browses the available goods or services presented by one or more retailers with the potential intent to purchase a suitable selection of them. Shopping can be said as that experience where a customer enjoys shopping and view it as a leisure activity.

(a) Explain the above statement ? 8
