

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/19**

SUBJECT: MT517 RETAIL MANAGEMENT

TIME: 3.00Hrs.

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) Discuss the nature and importance of retailing in India with a critical approach. [5]
Q.1(b) Explain the evaluation of retail in India and also discuss the different growth drivers for retail in India. [5]
- Q.2(a) How are the retailers classified on the basis of ownership? Explain with appropriate examples. [5]
Q.2(b) What do you mean by franchising? Discuss the various types of franchising and its advantages. [5]
- Q.3(a) Describe the various factors affecting the consumer decision-making process. [5]
Q.3(b) Describe the Importance of Information System in Retailing. Give suitable example. [5]
- Q.4(a) Explain the concept of integrated marketing communication relevant to a retailer. [5]
Q.4(b) A store layout displays the overall image of the store.” Explain about the importance of store layout. [5]
- Q.5(a) Discuss the concept of Retail Merchandising. What are the important tips for Cross Merchandising? [5]
Q.5(b) What do you mean by Supply Chain Management and why it is relevant to retail organization? [5]

:::26/11/2019E:::