

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

CLASS: MBA
BRANCH: MANAGEMENT

SEMESTER : III
SESSION : MO/2022

SUBJECT: MT517 RETAIL MANAGEMENT

TIME: 3:00 Hours

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) Define retailing. Discuss elements of retailing with suitable examples. (CO1) (BL1, BL2) [5]
Q.1(b) Critique the growth of organized retail in India. (CO1) (BL5) [5]
- Q.2(a) How are retail institutions classified on basis of merchandise offered? Discuss (CO2) (BL2) [5]
Q.2(b) Differentiate between variety and depth of merchandise (CO2, BL4) [5]
- Q.3 Devise steps you will be undertaking for purchase of a mobile phone. You are required to provide suitable explanations for the buying process involved in the purchase decision. (CO3) (BL6) [10]
- Q.4(a) What do you understand by category management? Explain (CO4) (BL2) [5]
Q.4(b) Assess the importance of retail supply chain management. (CO4) (BL5) [5]
- Q.5(a) Discuss various types of retail pricing strategies with relevant examples (CO5) (BL2) [5]
Q.5(b) What are various types of store layouts? Justify the layout you will advocate for an apparel store. (CO5) (BL5) [5]

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