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

CLASS: MBA   SEMESTER: III
BRANCH: MANAGEMENT   SESSION: MO/2023

SUBJECT: MT517 RETAIL MANAGEMENT

TIME: 3 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.

			CO	BL
Q.1(a)	Define retailing. Outline the special characteristics of retailing.	[5]	1	2
Q.1(b)	"FDI has boosted the Indian retail sector" Comment highlighting its benefits and the present FDI norms prevailing in India.	[5]	1	6
Q.2(a)	Differentiate between Full-Line Discount store and Traditional Department Store.	[5]	2	3
Q.2(b)	What is Non-Store Based Retailing? Discuss the different types of Non-Store Based retailing.	[5]	1	3
Q.3(a)	Discuss the different factors which affect Consumer decision making in the retail sector.	[5]	3	3
Q.3(b)	"Retail image plays a very important role in the success of a retail business". Comment highlighting the important dimensions of Retail image.	[5]	3	6
Q.4(a)	Explain Merchandise Management highlighting the various components of merchandise mix management.	[5]	4	4
Q.4(b)	"Category Management has taken the centre stage in bringing profit & increasing ROI to a retail business". Comment highlighting its role & importance.	[5]	4	6
Q.5(a)	Explain the various factors which affect pricing in retailing.	[5]	5	3
Q.5(b)	What is Store Planning? Explain any two types of Retail Store Layouts.	[5]	5	3

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