

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: MT517R1 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.
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		CO	BL
Q.1(a)	Explain the importance of retail management in today's market. What are the key elements of the retailing process?	[5] CO1	1
Q.1(b)	Explain in detail the structure of unorganized retailing in India and its importance.	[5] CO1	2
Q.2(a)	A small kirana store is facing competition from a nearby supermarket. As a student of retail management, suggest strategies for survival.	[5] CO1	1,2
Q.2(b)	Describe the relationship between retail format and merchandise strategy with examples.	[5] CO2	2
Q.3(a)	Explain how cultural influences shape consumer buying behavior in retail.? Discuss the consumer decision-making is strongly influenced by personal attitudes and perceptions." Discuss	[5] CO3	2
Q.3(b)	Explain personal, social, and psychological factors affecting retail consumer decision-making. Give with suitable examples.	[5] CO3	2
Q.4(a)	Discuss the meaning and definition of category management with examples.	[5] CO4	2
Q.4(b)	How do retailers identify and segment their target audience for communication and also describe the various steps involved in planning an effective retail communication program.	[5] CO4	3
Q.5(a)	A new retail store wants to design an attractive layout. Suggest the steps they should follow.	[5] CO5	3
Q.5(b)	A store faces high employee turnover. What steps should the manager take to improve motivation?	[5] CO5	3

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