CLASS: MBA   SEMESTER : IV
BRANCH: MANAGEMENT   SESSION :SP2023

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)	Discuss the concept of Retail Management and its significance in the economy.	[5]	1	2
Q.1(b)	Elaborate any four factors responsible for the retail sectors growth in India.	[5]	1	2
Q.2(a)	Explain the difference between Independent and Chain retailers along with their advantageous and disadvantageous.	[5]	2	2
Q.2(b)	Discuss in detail the concept of Franchising and also explain it's advantageous to both the parties involved.	[5]	2	2
Q.3(a)	Discuss in detail the concept of Consumer behavior. Why does the marketer study consumer buying behavior?	[5]	3	2
Q.3(b)	What are the different factors affecting consumer decision making process.	[5]	3	1
Q.4(a)	Explain the concept of category management in Retailing. Also explain the responsibilities of a Category Manager.	[5]	4	2
Q.4(b)	Write a detailed note on Supply chain Management and its significance for a retailer.	[5]	4	1
Q.5(a)	What are the processes that are applied in Recruitment and Selection of retailing staff.	[5]	5	1
Q.5(b)	Illustrate on any 4 Store layout designs that are used in retailing.	[5]	5	3

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