

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

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : IV
SESSION : SP/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.
-

		CO	BL
Q.1(a)	Elaborate on the SWOT analysis of the retail Industry in India.	[5] 1	2
Q.1(b)	Discuss with relevant statistics the current Foreign Direct Investment status of the Retail sector in India. Also list any 2 advantageous and disadvantageous of FDI in a country.	[5] 1	1
Q.2(a)	Explain all the classification of Retailers on the basis of Ownership.	[5] 2	1
Q.2(b)	Elaborate on any three store based retailers and three non store based retailing techniques. Give suitable examples of both.	[5] 2	1
Q.3(a)	Discuss the factors that affect consumer decision making in retail.	[5] 3	2
Q.3(b)	What do you mean by Customer Life time Value and how is it calculated. Explain the concept by building up an example. Also explain the concept of Customer acquisition.	[5] 3	1
Q.4(a)	What do you understand by Category Management and what different roles does a Category manager Performs. Support your answer with one suitable example from FMCG sector of Category management.	[5] 4	1
Q.4(b)	Discuss the concept of Merchandise mix management and what are its components.	[5] 4	2
Q.5(a)	What are the different store layouts that are prevalent in Retail sector? Explain with the help of examples.	[5] 5	1
Q.5(b)	Explain the process of Recruitment and Selection used in Retail sector. What are the challenges faced by Employers in managing Human resources in retail sector.	[5]	1

:25/04/2025:E