

Marketing Group - Retail Management (Elective (New))

Marks: 70

1. All questions are compulsory.
2. Figures to the right indicate marks.

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| Que-1 | What is retail business? Explain evolution stages of retail format. | (14) |
| | OR | |
| Que-1 | Discuss drivers of retail (business) change in India. | |
| Que-2 | Describe various modes (formats) of retail business in India. | (14) |
| | OR | |
| Que-2 | Explain: | |
| | 1) Factors affecting retail shoppers' buying decisions. | |
| | 2) Steps in retail strategy formulation. | |
| Que-3 | Discuss steps of merchandise management process. | (14) |
| | OR | |
| Que-3 | Write Notes: | |
| | 1) Servicing retail consumers. | |
| | 2) Aspects of interior and exterior store design. | |
| Que-4 | What is service retailing? Explain service marketing strategies. | (14) |
| | OR | |
| Que-4 | Discuss: | |
| | 1) Foreign Direct Investment (FDI) in retail sector. | |
| | 2) Explain 'single brand retailing' and 'multiband retailing' with examples. | |
| Que-5 | Explain term 'online retailing'. Describe in brief benefits and limitations of online retailing. | (14) |
| | OR | |
| Que-5 | Explain: | |
| | 1) Food Service – concept, prospects and problems. | |
| | 2) Apparel Retail – concept, prospects and problems. | |
