

Roll No.

9. (a) What are the subsystems of retail information system ? Mention the types of information system.
- (b) How do human resources help in gaining competitive advantage for a retail store ? Justify your answer with relevant examples.

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**MBA 2 Year 4th Semester (NS)
(Re-appear) Examination-
December, 2016**

RETAIL MANAGEMENT

Paper : MBA-423

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section A is **compulsory**. Attempt any **four** questions from Section B selecting at least **one** questions from each unit. All questions carry equal marks.

SECTION - A

1. (a) What is meant by merchandised management ?
- (b) Give different types of retail formats.
- (c) What are the characteristics of retailing ?

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- (d) What are the advantages and disadvantages of traditional and modern retailing ?
- (e) What are emerging trends in retailing ?
- (f) What are the challenges that retailing is facing globally ?
- (g) Distinguish between organized and unorganized retail formats.
- (h) Specify the difference between service retailing and product retailing.

SECTION - B

UNIT - I

- 2. Discuss the major roadblocks to retail development in India. Do you believe that independent retailers will soon disappear from the highly competitive retail landscape in India ? Give reasons. Explain the challenge that global retail will face in India.
- 3. (a) What are the factors that have contributed to the rise of retail in India ?
(b) Explain the importance of understanding psychological concepts like personality, attitude and perception in the retail marketing segment.

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UNIT - II

- 4. What are the various types of store layouts and designs in retailing ? Also explain the factors influencing it.
- 5. What are the different marketing strategies used in merchandise management in India ? How does merchandise management help in retailing ?

UNIT - III

- 6. (a) Specify the different pricing strategies available to a retailer. How does pricing impact the competition ?
(b) How do inflation and ever increasing shop floor costs impact space planning in retail merchandising ?
- 7. Explain in detail the different methods of merchandise procurement. How does a retailer evaluate the performance of retail logistics functions ?

UNIT - IV

- 8. "Supply chain management in retailing is considered as a life line in retailing". Explain.

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(3)

[Turn Over