

9. "Customer service is very important for store based retailers than electronic retailers". Justify the statement. How could an effective customer service strategy cut a retailer's costs ?
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Roll No. ....

**56091**

**MBA 2 Year 4th Semester (Old) 2011-13  
Examination – December, 2018**

**RETAIL MANAGEMENT**

**Paper : MBA-423**

*Time : Three Hours ]*

*[ Maximum 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 examination.*

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*Note : Attempt compulsory question No. 1 from Section – A and four questions from Section – B (one question from each unit.) All questions carry equal marks. <http://www.HaryanaPapers.com>*

**SECTION – A**

1. (a) What are emerging trends in retailing ?
- (b) Distinguish between organized and unorganized retail formats.

- (c) Specify the difference between service retailing and product retailing.
- (d) What do you mean by franchising ?
- (e) What is meant by e-tailing ?
- (f) What is a shopping mall ?
- (g) What is meant by price bundling ?
- (h) What is vertical merchandising ?

### SECTION – B

#### UNIT – I

2. What are the factors that have contributed to the rise of retail in India ? <http://www.HaryanaPapers.com>
3. "For understanding the retail consumer one must understand as to what stages do customers go through when selecting a retailer and purchasing merchandise" Elucidate.

#### UNIT – II

4. How the location needs vary and impact location decisions for each of the following business types :

- (i) Service businesses,
- (ii) Wholesale businesses

5. What is meant by visual merchandise management ? Explain the factors influencing it.

#### UNIT – III

6. (a) Explain in detail about assortment and category management in merchandise planning.
- (b) Describe the components of a retail communication mix.
- (c) When a consumer dines at an upscale restaurant, what factors determine whether the consumers feels that he or she got a fair value ? How does the perception of value differ when that same consumer shops at a fast food restaurant ?
7. What are the different types of pricing in retailing in India ?

#### UNIT – IV

8. What do you understand by retail supply chain management ? What is supply chain integration and why it is relevant to retail organizations ?