S.No. 8971 **P 16 MBA 4 EM 6**

(For candidates admitted from 2016–2021 Batch)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration – Elective

RETAIL MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. State the meaning of warehousing.
2. Define Risk Bearing.
3. What is meant by unorganized retailing?
4. Recall the term Purchase Behaviour.
5. Recite the term Retail location.
6. Recognize the term retail store design.
7. What is EDLP pricing?
8. Differentiate Skimming and Penetration Pricing.
9. List out the two advantages of e-Retailing.
10. Enumerate Retail Equity.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the factors influencing consumer buying behavior.

Or

(b) Elaborate the consumer buying decision process.

12. (a) What is retail logistics? Discuss the principles of supply chain management.

Or

(b) Briefly explain the brand life cycle.

13. (a) Setting the retail price of merchandise is complicated, but the most important aspects of managerial decision making. Explain.

Or

(b) What do you mean by retail pricing? How elasticity of demand can be calculated/Explain how consumer can affect retail pricing policy?

14. (a) Briefly describe the concept of CRM.

Or

(b) What is the trade area? Would a trading area vary for different types of retailers? Discuss.

15. (a) Retailers should abide by the philosophy that "as long as it is legal, it is ethical." Do you agree or disagree and explain your reasoning.

Or

(b) Discuss the legal and ethical issues in retailing.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain the recent trends in retail industry globally.

17. Explain the role of strategic planning as a tool for building competitive advantage in modern retailing.

18. Explain briefly the elements of store design. Discuss the layout that would be a suitable for super market and a department store.

19. Discuss the logistics management of retail merchandise in the light of global sourcing of inventories.

20. Explain the role of web in retailing and factors to be considered in having a website.

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