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Paper Code :DMDS-244

Roll No.

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MBA-(Marketing)-2
2nd Year Examination, Calendar Batch 2016
Retail Management

Time : 3 Hours]

[Max. Marks : 100

*Note. Attempt any **five** questions. All questions carry equal marks. (20*5)*

- Q.1** Explain how will you assess human resource requirements of a retail organization?
- Q.2** What are the stages of consumer decision making process and its impact on retail strategies? Give an example.
- Q.3** Explain the various pricing objectives in the retail sector?
- Q.4** What is catalog retailing? Define its different types.
- Q.5** Discuss the retailing formats in detail?
- Q.6** Discuss customer relationship management system. Discuss SWOT analysis.
- Q.7** Define a modern retail format. How does it differ from a traditional retail format?
- Q.8** How does the life cycle of a product affect the amount of space that a product is allotted in store?

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