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Paper Code :DMDS-244

Roll No.
MBA-(Marketing)-2
2nd Year Examination, Academic Batch 2016-17
Retail Management

Time : 3 Hours]

[Max. Marks : 100

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

Q.1. Discuss retailing formats in detail.

Q.2. What is the significance of retailing?

Q.3. Define a modern retail format. How does it differ from a traditional retail format?

Q.4. What do you understand by non store retailing?

Q.5 Explain the relevance of organizational charts in manpower planning.

Q.6 Describe what is meant by 'open to buy'. Explain why retailers adopt this approach.

Q.7 Discuss the internationalization of the retailing.

Q.8 Discuss any three pricing strategy used in retailing and how commonly is it adopted by retailers.