

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code: 6313449

M.B.A. DEGREE EXAMINATIONS, NOV/ DEC 2024  
Third Semester  
Master of Business Administration  
P23BAEM1 – RETAIL MARKETING  
(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions

PART – A

(10 x 2 = 20 Marks)

1. Define Retailing.
2. Mention the characteristics of retailing.
3. What do you know about organized sectors?
4. What are specialty stores?
5. Give the meaning for retail location.
6. What is meant by positioning of retail shop?
7. Define Merchandising.
8. What do you understand about store brands?
9. What do you mean by Complaints Management?
10. List the uses of shoppers profile analysis.

PART – B

(5 x 16 = 80 Marks)

11. (a) Explain about the socio economic and technological influences on retail management in India. (16)

(OR)

- (b) Illustrate the challenges and opportunities prevailing in global retailing. (16)

12. (a) Summarize the MNC's role in organized retail formats. (16)

(OR)

- (b) Discuss about the issues in organised retail formats along with the emerging trends in India. (16)

13. (a) Examine the importance of supply chain management in service and product retailing. Illustrate with example related to retailing in India. (16)

(OR)

- (b) Identify the factors to be considered in effective retail pricing decisions. (16)

14. (a) Organize the role of information technology in creating new business opportunities in retail. (16)

(OR)

- (b) Apply the quantity standards tools to control the retail inventory. (16)

15. (a) Analyze the factors influencing in retail shopper behaviour. (16)

(OR)

- (b) Why is studying consumer behavior important and examine the motives of retail consumers? (16)

----- xxx -----