

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

MBA- IV SEM

MBA-(MK)-03: RETAILING

Note : Question of 1.5 Marks.

- Q 1. What do you mean by service Quality?
- Q.2. What is Merchandise?
- Q.3. What is International Retailing?
- Q.4. What do you mean by retail pricing?

Note : Questions of 2 Marks.

- Q.1. What do you mean by Retail Branding?
- Q.2. Explain the concept of Globalizations.
- Q.3. Explain the elements of retail pricing.

Note: Questions of 3 marks.

- Q.1. Explain the concept of Retail Information Systems.
- Q.2. What do you mean by Merchandise Management?
- Q.3. What are the hurdles in retail sector in India? Describe.
- Q.4. Explain the functions of Merchandise Management.
- Q.5. Explain the Development and Implementing Plans for a retail store.
- Q.6. Explain the qualities of a retail store operations manager.
- Q.7. Explain the factors which are affecting Retail Branding.
- Q.8. Explain the required skills and qualities in retailing.