

Specialization Group (marketing)

QUESTIONBANK
CLASS- MBA IV
SUBJECT-
RETAILING
PAPER CODE-MK03

UNIT-I
SHORT TYPE QUESTIONS

- Q1 What is retailing? Explain in brief.
- Q2 What is retailing environment? Explain
- Q3 Write objectives of retailing.
- Q4 How retail planning is done? Explain.
- Q5 Write the benefits of retailing.

LONG TYPE QUESTIONS

- Q1 What is retail management? Write its concept with its importance.
- Q2 What are the functions of retailing? Explain.
- Q3 "Retailing provides sustainability for relationship" Comment on it with example.
- Q4 "Knowing the customers is an essential part of business" Explain.
- Q5 What is motivation? Explain with its objectives.

UNIT-II
SHORT TYPE QUESTIONS

- Q1 What is retail institution? Explain.
- Q2 what is traditional retailing? Explain.
- Q3 "Promotion is an essential part of retailing" comment on it.
- Q4 "Store location should be chosen very carefully" elaborate it.
- Q5 Discuss the history of retailing in brief.

LONG TYPE QUESTIONS

- Q1 What are the promotional strategies Which are used in retailing?
- Q2 "Targeting customers always benefits to organization" comment on it with example.
- Q3 "Stores should be located in area where trading can easily be done" explain it
- Q4 Define the internal and external store.
- Q5 What are the differences in traditional and non traditional retailing?

UNIT III

SHORT TYPE QUESTIONS

LONG TYPE QUESTIONS

- Q1 What are the retail organizations? Explain it
- Q2 What is operation management? Explain it
- Q3 What is branding?

LONG TYPE QUESTIONS

- Q1 Write financial dimensions in managing retail business.
- Q2 “Service quality plays an important role in retailing” Explain it
- Q3 what are the service characteristics? Explain
- Q4 How is retail services managed? Explain
- Q5 What is relationship between retailing and HRM?

UNIT –IV

SHORT TYPE QUESTIONS

- Q1 What is retailing information system?
- Q2 “Information system provides backbone for doing business” Explain
- Q3 “Culture matters a lot on international retailing” Discuss in brief
- Q4 Write benefits of international retailing.
- Q5 What is retail pricing? Explain.

LONG TYPE QUESTIONS

- Q1 Write the concept of retail information system.
- Q2 how is retail pricing managed?
- Q3 What is international retailing? Write its benefits for business.
- Q4 Write the internationalization process.
- Q5 Why are firms getting international? Write its objectives.