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Roll No

MAM-506

**MAM/MBA (Dual Degree/Integrated Course),
V Semester**

Examination, November 2018

Retailing Management

Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any Five questions.

ii) All questions carries equal marks.

1. What is Retailing? Explain the nature and importance of it.
2. Elucidate about the types of Retailing.
3. Explain about Strategic Planning in Retailing.
4. Describe the process involved in Merchandise Management.
5. Elucidate the process of Retail Promotional Mix.
6. Explain the types of Marketing Channels.

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7. What is Supply Chain Management? Explain the advantages of it.

8. Explain the Merchandise Planning Cycle.
