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Roll No

MAM-506

**Master of Applied Management (Dual Degree),
V Semester**

Examination, December 2016

Retailing Management

Time : Three Hours

Maximum Marks: 70

- Note :** i) Attempt any five questions.
ii) All questions carry equal marks.

1. What is Retailing? Define characteristics of retailing.
2. Define the changing face of retailing outline the types of retail store.
3. What is Retail Planning? Define features of retail planning.
4. Define various factors those affecting store location.
5. Define various ground rules for successful space and layout management.
6. Write a note on retail store sales promotional scheme.

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7. What is Trending Area Analysis? Discuss.
8. Write a note on Supply Chain Management.
