

Roll No

MAM-506**MAM/MBA (Dual Degree/Integrated Course),
V Semester**

Examination, December 2017

Retailing Management**Time : Three Hours****Maximum Marks : 70**

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

1. What is Retailing? Explain the nature and importance of retailing.
2. Write about trading area analysis.
3. Write a short note on supply chain management in retail market.
4. Explain the concept of retail strategy.
5. Discuss types of retailing in brief.
6. Write a short note on retail promotion.

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7. Write a note on roles and types of marketing channels.
8. Write a short note on recent trends in retaining.
