

MMS/D-15  
RETAIL MARKETING  
PAPER-MM-305

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part-A of 5 marks each and three questions of 10 mark each from Part B.

PART-A

1. What are the functions of Retailers?
2. What are the issues in organized retailing?
3. Briefly explain consumer decision making process.
4. Explain types of Retail Locations?
5. Discuss importance of Store layout.
6. Explain methods of pricing the merchandise.
7. What are Retail Promotional Strategies? Give examples.
8. Define Customer Relationship Management and its importance in Retailing.
9. Why IT applications needed in retailing?
10. Why Non-store retailing is growing?

PART-B

11. Discuss functions of Retailers. Also explain scope of retailing in the Economy.
12. Discuss issues and challenges in organized retailing. Also discuss growth of Retail sector in India.
13. Explain factors influencing the retail shopper. What is need to study the consumer behavior.
14. What is store layout and design? Discuss steps for designing layout with examples.
15. The size of Non- store retailing in Indian market is expanding. Justify with examples.