

MMS/D-12

13596

RETAILING

Paper : MM-306

Time : Three Hours]

[Maximum marks :70

Note: Attempt *five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question.

Briefly explain the following :

- (a) Retailing.
- (b) Franchising.
- (c) Freestanding Location.
- (d) Markup Pricing.
- (e) Direct Marketing.
- (f) Discount Stores.
- (g) Shopping Mall

- 2. What are the drivers of changing face of retailing in India?
- 3. Discuss the influence of Cultural and Social variables on Consumer purchase behavior.
- 4. Briefly outline the process of choosing a store location and also discuss the various criteria for evaluating general retail locations.
- 5. Briefly discuss the process of Merchandise planning?
- 6. Examine the importance of Pricing in retail business and discuss what factors retailers consider while pricing products.
- 7. Examine the Advertising and Sales Promotion from the retailer's point of view.
- 8. Discuss the importance and scope of On-line retailing in India.

