

No. of Printed Pages : 03

Roll No.

18CC2011

M.B.A. EXAMINATION, 2020

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MM03C

RETAIL MANAGEMENT

Time : 2½ Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

(5)M-18CC2011

1

1. What is organised retailing ? Explain the factors affecting the growth of retail sector in India with examples.
2. Explain the features of Discount store, Supermarket, Hypermarket as retail store format in Indian retail sector.
3. What do you understand by shopper behaviour process ? Explain the factors affecting the retail shopper behaviour with examples.
4. Elucidate the steps for the selection of retail store location with the help of example.
5. What is the criteria for the selection of suppliers for retail merchandise ? Do you think that a same criterion is appropriate in various format of retail store ? Give your views to support your answer.
6. Explain the importance and process of category management for Hypermarket format of retail store with examples.

7. Discuss any *two* models of service quality and relevance of each in the context of retail stores in India.
8. Enlighten the role of retail store image for customer loyalty. Can retail store image increase by the enhancement in service quality ? Give the answer in your support.