**(Printed Pages 01)**

**Roll No. \_\_\_\_\_\_\_\_\_\_\_\_**

**MBA-3366**

**M.B.A. (III Semester) Examination, Dec-2018**

**BUSINESS ADMINISTRATION**

**RETAIL MANAGEMENT**

*Time Allowed: Three Hours] [Maximum Marks: 70*

**Note:** Answer **all** questions.0

**Q. 1.** Attempt any **six** of the following. **5\*6=30**

1. Economic and Social Importance or retailing.
2. Catalogue Retailing.
3. Features of Retail Promotion.
4. Merchandise Planning and Procurement.
5. Green Retailing.
6. Features of Retailer Brand V/S Manufacturer Brand.
7. Brief classification of Retail firms.
8. Credit and collections in Retailing.

**Q.2.** Discuss the various methods of 'Classifying Retail Firms' in the Indian context. Give relevant examples. **10**

**OR**

1. Discuss the various features of Retailing.

b) 'Role of the Retailer is very critical to ensure success for a company' comment on the statement and discuss the role of a retailer.

**Q.3.** Explain the following in detail:- **10**

 **a)** Super Markets

 **b)** Hyper Markets

 Give relevant example to support your answer.

**OR**

Explain the concept of 'Wholesalers-sponsored Voluntary chains' Give relevant examples to support your answer.

**Q.4.** Discuss the various factors to be considered while selecting a 'Retail Market' and 'Retail Location' for a consumer durable product. **10**

**OR**

Explain the concept of store layout in store promotion and collection in context of retail outlets like Big Bazar/Pantaloons in Indian Market.

**Q.5.** Explain the various retail pricing strategies used in Indian Markets. **10**

**OR**

"Growth of shopping Malls and Discount Malls' has largely changed the buying patterns of consumers in Metro/Mini Metro cities in India. Critically analyze the statement with examples.