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M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2008.

Third Semester -- *Elective*

DBA 1737 -- RETAIL MANAGEMENT - CONCEPTS AND ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer ALL the questions.

PART A -- (10 × 2 = 20 marks)

1. Definition of Retailing.
2. Write down the issues in Multi channel retailing.
3. What are the Macro level factors which influence the growth of organized retailing?
4. List the emerging opportunities and challenges in retailing.
5. Differentiate super market and discount store.
6. What is PLANOGRAM? And highlight its significance.
7. Explain briefly merchandize budget plan.
8. Describe marketing mix in respect of products and services.
9. What are the different decision making process on choice of goods and services in retailing?
10. Describe post purchase behaviour.

PART B --- (5 × 16 = 80 marks)

11. (a) What are the characteristics of retailing and retailer?

Or

- (b) Will offering an electronic channel leads to more price competition. And what type of merchandise will be sold through the E-Channel? Applications of information technology in retail management.

12. (a) What are the Macro and Micro level factors influence the growth of modern retail industry in India with suitable examples?

Or

- (b) Compare the Global and Indian trend in organized retailing.

13. (a) List the various types of retail formats and write the spacing with suitable examples.

Or

- (b) "Choice of a store location has a profound effect on the entire business life of the retail operation. A bad choice may all but guarantee failure, a good choice, success" - Discussion with day to day examples.

14. (a) What is merchandise budget plan? How to Prepare a merchandise budget plan for fruit and vegetable for both front end as well as back end with suitable examples?

Or

- (b) Write down the different approaches for setting prices and price adjustment strategies and its merits with suitable examples.

15. (a) Explain Maslow's Hierarchy of Needs. How do retailers stimulate need recognition? What influences consumers to purchase products or services?

Or

- (b) Briefly explain the delivery value to retail shoppers.