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Question Paper Code : 70105

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019

Elective

BA 5005 – RETAIL MARKETING

(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is Global Retailing ?
2. Outline the role played by MNCs in Retail Marketing.
3. Comparison between global retailing and national retailing.
4. Enumerate any two challenges faced by Retail industry in India.
5. Difference between super markets and hyper markets.
6. What are the features of ethical issues in marketing ?
7. Define Retail Pricing Decisions.
8. Write about space management.
9. Explain about Retail Supply Chain Management.
10. Mention the factors influencing retail shopper behavior.



PART – B

(5×13=65 Marks)

11. a) Discuss the Government's policy implications on retail sector in India.

(OR)

b) What would be the social and economic impact of retail management in India ? Explain.

12. a) Explain the impact of economic and sociological changes on the evolution of Indian retail formats.

(OR)

b) What are the different types of non-store retail formats ? Identify and explain the unorganized retail stores in India.

13. a) What are the different types of merchandise mix ? Explain in detail about the principles of Merchandise Management.

(OR)

b) Explain briefly about the characteristics of Retail Service Quality Management. Describe about the different types of pricing strategies followed in retailing.

14. a) Explain briefly the elements involved in Retail Accounting and Auditing.

(OR)

b) Discuss briefly about the types of Retail Store Brands. Highlight the impact of online in retailing. Discuss the emerging trends in online marketing.

15. a) Complaint Management is a tough job in Retail Industry – Discuss.

(OR)

b) Define sales force. How would you train the sales force ? What are the methods of training the sales force ?

PART – C

(1×15=15 Marks)

16. a) Online marketing offers great promise for the future. Assume that you were the sales manager for a local travel agency. Make a case that would persuade your superiors that going online would be a good investment. Be sure to cite positive and negative consequences.

(OR)

b) "Location of warehouse is a vital one for retail business" – Discuss.
