

II - S - (2 Yr.) DDCE - MBA - 15 - (Ret. Mgt.) - NC - (R&B)

2016

Full Marks - 70

Time : As in the Programme

The figure in the right hand margin indicates marks.

Answer ALL questions.

Section - A

Answer any THREE.

[12×3=36]

1. Write the reason behind retail growth in India ? Why big multinational are interested for retail FDI.
2. Explain different type of retailing in India ? Differentiate organized and on organized retailing.
3. Explain Relillys Law with suitable examples.

Direct selling
Telemarketing
Online selling
Automatic
Direct marketing
[Cont...

[2]

4. What is store layout ? Explain different types of layout.
5. Elaborate different types of promotional tools use in retailing.

Section - B

Answer any THREE.

[8×3=24]

1. Write impact of market recession in retail business.
2. What are the important factor require for retail store site selection.
3. Why E-retailing is very popular in these days ? Explain with examples.
4. Channel selection in retailing is a difficult job justify.
5. Explain different types of pricing strategy adopt in retail store.

In-store
Non-store
Franchising

Department store
Supermarket
Discount store
Chain store
Multishop

[Cont...]

[3]

Section – C

Answer any THREE.

[5×2=10

1. What do you mean by retail environment ?
Explain with examples.
2. Every day low price in retail store.
3. What is mannequin ?
4. Discount store.