



Printed Pages : 2

MBA-MK – 4

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7039**

Roll No.

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**M. B. A.**

(SEM. IV) EXAMINATION, 2006-07

**RETAIL MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

- Note :*
- (1) *Attempt all questions.*
  - (2) *All questions carry equal marks.*

- 1** Attempt any **two** of the following : **10×2=20**
  - (a) Define retailing considering it from various perspective and demonstrate its impact.
  - (b) Explain the steps in strategic planning for retailers.
  - (c) Describe how both customer relationships and channel relationships may be nurtured in today's highly competitive marketplace, with a special emphasis on the customer base, customer service, customer satisfaction, and loyalty programs.
- 2** Attempt any **two** of the following : **10×2=20**
  - (a) Classify retailers on the basis of ownership type and examine the characteristic of each.
  - (b) Discuss with suitable examples some ways in which retail strategy mixes are involved.
  - (c) Describe the emergence of electronic retailing through the world wide web. Also discuss two other non-traditional forms of retailing video kiosks and airport retailing.

- 3** Attempt any **two** of the following : **10×2=20**
- (a) Describe the differences between the various pricing strategies available to the retailer.
  - (b) What are the issues most critical to managing retail services ? Support your answer with a suitable example.
  - (c) Describe the various management problems involved in retail selling, salesperson selection and training and evaluation.
- 4** Attempt any **two** of the following : **10×2=20**
- (a) Examine the role of the retail information system, its components, and the recent advances in such a system.
  - (b) What are the different criterion to be considered for evaluating general retail locations and the specific sites within them ?
  - (c) What are the pros and cons of opening at a retail site where other retailers have recently failed? What plans would you develop and implement for such a venture ?
- 5** Answer any **two** of the following : **10×2=20**
- (a) How does cultural factors effect the choice of retail location in International markets ?
  - (b) In the content of international retailing, how would the type of customers affect the level of customer service a retailer should offer? Should a retailer seek to meet or exceed a competitor's level of customer service?
  - (c) 'Smaller local retailers face a threat for survival from international retailers.' How far do you agree with this statement? What future do Indian retailers hold in this changing scenario?