

**NEW**

**2016**

**M B A**

**4th Semester Examination**

**Subject : SECTORAL RELATING**

**(Specialization : Retail Management)**

**PAPER—RM-401**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any *eight* questions : 8×5
- (a) What do you understand by the term 'Sectoral Retail'?
- (b) What are the major sectors that generate continuous

*(Turn Over)*

business in Indian as well as global relating environment ?

- (c) What are the various differences in 'organised' and 'unorganised' retailing ?
- (d) What is lifestyle retailing ? Mention few major brands of Indian lifestyle retail.
- (e) What is luxury retailing ? Mention few brands of Indian luxury retail.
- (f) What are the differences between lifestyle and luxury retailing ?
- (g) What is financial retailing ? What are the various financial services that are practicing financial retailing in India ?
- (h) Mention few key drivers that are responsible in terms of changing the retail scenario in India.
- (i) What are the differences between conventional retailing and modern retailing ?
- (j) What are the various strategies that luxury retail brands need to adopt to be successful ?
- (k) What are the various strategies that lifestyle retail brands of India need to adopt to be successful ?

- (l) What are the various strategies that financial retail brands of India need to adopt to be successful?

2. Answer any *four* questions : 4×10

- (a) Discuss the various factors that are influencing the growth and sustainability of jewellery retailing in India.
- (b) Explain the features of Indian travel and tourism retailing.
- (c) Explain the various factors that are encouraging the growth of luxury retailing in India.
- (d) Briefly mention the nature and working procedures of Indian petroleum retailing brands.
- (e) Briefly mention the nature and working procedures of pharmaceutical retail brands.
- (f) Briefly explain how retailing strategies get differentiated in various sectors with special references to any two sectors of your choice.

**[ Internal Assessment : 20 Marks ]**