

**NEW**

**2015**

**MBA 3rd Semester Examination**

**RETAIL MANAGEMENT : THEORY AND PRACTICE**

**(Specialisation : Retail Management)**

**PAPER—RM-301**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the 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 of the following : 5×8

(a) Mention the different functions of a retailer.

(b) Mention some of the advantages and disadvantages of Kirana stores.

*(Turn Over)*

- (c) What are the various facilitators and road blocks in organized retailing ?
- (d) Define franchisor, franchisee and franchise.
- (e) Mention some of the reasons for the growing importance of HRM in retail.
- (f) What do you understand by the term anchor shop ? Mention some examples to emphasize your description.
- (g) What do you understand by the term. Customer Lifetime Value ?
- (h) State the concept of wheel of retailing.
- (i) Explain the term 'Category Killer' ?
- (j) What are RFID devices in retail ? State their utilities.
- (k) Write brief notes on Leased departments and factory outlets.
- (l) What do you understand by the term Scrambled Merchandising ?

2. Answer any *four* questions of the following : 10×4

- (a) Describe the various phases of retail evolution in India.  
Explain the features of organized retailing.
- (b) Explain the concept of 'Quen Retail' along with there examples.
- (c) Write a detailed note on the e-retailing scenario in the country.
- (d) Describe the relative inportance of each and every element of retail marketing mix as far as success of a retailing business is concerned.
- (e) Describe the following pricing strategies :  
(i) EDLP (ii) Captive Pricing (iii) Psychological Pricing
- (f) Describe the various advantages of franchising for franchisors and franchisees.

**[ Internal Assessment : 20 ]**