

**MBA 3rd Semester Examination, 2024**

**MBA**

*(Retail Marketing)*

PAPER — MBA-307H

*Full Marks : 100*

*Time : 3 hours*

**Answer all questions**

*The figures in the right hand margin indicate marks*

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

**GROUP—A**

**Answer any eight questions :**      5 × 8

1. What is Retailing ? How does it differ from the wholesale trade ?      2 + 3

*( Turn Over )*

2. What is merchandise variety and assortment ?
3. Write the steps involved in the development of a retail strategy.
4. Discuss the concept of free-flow layout pattern.
5. What are the factors that a retailer needs to take into account while analyzing the trade area ?
6. Mention the drawbacks of Sole Proprietorship as a retail unit.
7. Discuss the impulse buying and limited decision making concept of a retail buyer.
8. What is Brand ? Mention its important role. 2 + 3
9. Discuss the positive aspects of own branding.

10. Briefly discuss the Category Life Cycle of Fashion and Staple products.
11. In which situation price penetration is most appropriate ?
12. Discuss the concept of Price Lining.

**GROUP – B**

Answer any **four** questions :      10 × 4

13. Write the Environmental theory and Conflict Theory of Retailing.      5 + 5
14. What are the factors which affect in the decision making of a retail consumer ?
15. Distinguish between store retailers and non-store retailers. What is the importance of merchandise management ?      5 + 5

( 4 )

16. Briefly discuss the different types of retail location.

17. Write the different factors which affect the atmospherics and retail layout.

18. Explain the following terms with example :

3 + 3 + 4

(a) Supermarket

(b) Television Retailing

(c) Leader Pricing

[ Internal Assessment – 20 Marks]

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