

W-2988

M.B.A. (Full Time) (Fourth Semester)

Examination, June-2020

RETAILING

Paper - MK-03

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note : Attempt **all** questions.

- Q.1. What is the significance of building and sustaining relationship in retail business? Discuss various types of retail outlets.
- Q.2. For a retailer, what are various means of knowing customers? How does retailer motivates customers such that customers develop positive attitude towards retailer?
- Q.3. Differentiate between traditional and non-traditional retailing. Discuss various forms of non-traditional retailing.
- Q.4. Write a detailed note on managing retail services.
- Q.5. How does retail information system help in delivering the product to customers? Discuss with suitable examples.

