

Roll No.

Y – 2873 (A)

M.B.A. (Full time) (Fourth Semester) (SPECIAL) EXAMINATION,

August 2021

(SECOND CHANCE)

Paper – MK-03

RETAILING

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

1. Attempt all parts— 14
 - (a) What is meant by international retailing ?
 - (b) What is visual merchandising ?
 - (c) List the advantages of Indian retail industry.
 - (d) What are various functions of retailing ?
2. How does focus on customers in retailing help mapping out society ? Explain with suitable illustration. 14
3. Write a detailed note on choice of a store location selection criteria of a retailer. 14
4. What are various characteristics of services involved in retailing ? Discuss the perception of retail sector service quality by customers. 14
5. What is meant by branding of a retail store ? Discuss the operations management of a retail store. 14

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