

Roll No. ....

**Y – 2873**

**M.B.A. (Full Time) Fourth Semester EXAMINATION,**

**May/June-2021**

Paper – MK-03

**RETAILING**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* the questions.

**Unit-I**

1. Define Retailing. What are various strategies for building and sustaining customer relationships in retailing ? 14

**Unit-II**

2. Discuss various forums of traditional and non-traditional retailing. What are the different promotional strategies for traditional and non-traditional retailing ? 14

**Unit-III**

3. What are various characteristics of services involved in retailing ? Discuss the perception of retail sector service quality by customers. 14

**Unit-IV**

4. How does retail information system play an important role in providing information of products and services of retail market ? Discuss with suitable example. 14

**Unit-V**

5. What is the internationalization process of retailing ? Discuss the prospects of retailing to Indian retail companies in South East Asian countries due to cultural similarities.

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