

Roll No. ....

**Y – 960**

**MBA (General) Final Year EXAMINATION, May/June-2021**

**DISTANCE MODE**

Paper – 602

**(MM) RETAIL MANAGEMENT**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* questions.

**Unit-I**

1. Elaborate the various steps involved in choosing a retail location in India. 14

**Unit-II**

2. What are retail strategies ? Suggest strategy for a food and Grocery store for the Indian Markets. 14

**Unit-III**

3. What do you mean by retail management ? Discuss the role and importance of retailer in today's scenario. 14

**Unit-IV**

4. As a Retail Store Manager suggest various promotional objectives. 14

**Unit-V**

5. How does the use of technology enhances the efficiency of retail business ? Identify the areas of benefits and limitations. 14