

School of Business

Department of Business

Mid Term Examination

Exam Date: 06 Oct 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBMK6003 - Retail Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Show 4 things that a retailer must consider when selecting a location? K2 (2)
- 2) Explain the key drivers of retail change in India. K1 (3)
- 3) Illustrate how innovation is affecting retail industry. K2 (4)
- 4) Develop upon the concept of Global Retailing. K2 (6)
- 5) Analyse the concept of Retail Information System. K3 (6)
- 6) Explain the main technologies currently in use in retail. K3 (9)
- 7) Inspect the key essence of non-store retailing. K4 (8)

- 8) Propose a suitable model of categorising different types of retailers. K4 (12)

OR

Build on the future of retail. K4 (12)