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School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBMK6003 - Retail Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Show how important pricing objectives are in retailing. K1 (2)
- 2) Explain the various retail formats. K2 (4)
- 3) Utilise the concept of retailing in terms of delivering value to the consumers. K2 (6)
- 4) Assess the key principles of merchandising. K3 (9)
- 5) Evaluate the importance of a merchandiser. K3 (9)
- 6) Select the questions to be asked before choosing a distribution channel. K5 (10)
- 7) Discuss the role of store positioning in retail store. K4 (12)
- 8) Discuss the direction in which retail is likely to move. K5 (15)
- 9) Discuss the role of services in retailing. K5 (15)
- 10) Choose the various factors to measure the performance of a retail store. K6 (18)