# PARUL UNIVERSITY <br> FACULTY OF MANAGEMENT <br> MBA, Winter 2017-18 Examination 

Semester: 4
Date: 16/01/2018
Subject Code: 06203253
Subject Name: Retail Management

## Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page

## Q. 1 Do as Directed.

A) Multiple choice type questions/Fill in the blanks. (Each of 1 mark)

1. $\qquad$ is the biggest form of organized retail outlet.
a) Convenience store
c) Departmental tore
b) Super store
d) Hyper mall
2. Which of the following is /are elements in retail strategy
a) situation analysis
c) control
b) specific activities
d) all of these

3 The word retail is derived from the $\qquad$ word retaillier which means to cut off a piece.
a) Latin
c) French
b) Greek
d) Sanskrit

4 $\qquad$ cater specifically to the needs of their target customers.
a) Private labels
c) Hyper malls
b) Global brands
d) None of these

5 $\qquad$ is the process of charging different prices in different retail outlets.
a) Price determination
c) Skimming Pricing
b) Price discrimination
d) Penetration Pricing
B) Define the following. (Each of 1 mark)

1. Define Retail Management
2. What do you mean by merchandise planning?
3. What Is retail branding?
4. Define e-Commerce.
5. What is a private label?
C) Direct questions. (Each of 1 mark)
6. Define briefly the role of a gate-keeper in retail buying process.
7. List out the methods of merchandise procurement.
8. Explain briefly the concept of electronic payment systems in retailing.
9. What is market positioning with reference to retail outlets?
10. Give example of breadth and depth in retailing.
Q. 2 Answer the following questions.
A) How would you classify retail outlets in Indian Business Scenario?
B) A retail outlet in Vadodara wants your advice regarding visual merchandising for their durable goods store. What suggestions would you provide in this regard?
Q. 3 Answer the following questions.
A) Examine retail location strategy with relevant examples.
B) Explain giving examples the concept of retail space management.
Q. 4 Attempt any two questions. (Each of 7.5 mark)
11. How would you compare electronic commerce with traditional commerce?
12. Discuss various methods of retail expansion.
13. What are the different pricing methods used by retail outlets?
14. Examine the factors influencing shopping behavior of a retail customer.
