Seat No:	Enrollment No:
Scat 110	Em onnent 110.

PARUL UNIVERSITY FACULTY OF MANAGEMENT MBA, Winter 2017 - 18 Examination

Date: 16/01/2018

Time: 10:30am to 1:00pm

Semester: 4

Sub	ject Name: Retail Management	Total Marks: 60
1. A 2. F 3. N	tructions all questions are compulsory. It igures to the right indicate full marks. It is suitable assumptions wherever necessary. It is tart new question on new page	
_	Do as Directed.	(05)
A)	Multiple choice type questions/Fill in the blanks. (Each of 1 mark) 1 is the biggest form of organized retail outlet.	(05)
	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 word retaillier which means to cut	off a piece.
	a) Latin c) French	
	b) Greek d) Sanskrit	
	4 cater specifically to the needs of their target customers.	
	a) Private labels c) Hyper malls	
	b) Global brands d) None of these	
	5 is the process of charging different prices in different retail outlets.	
	a) Price determination c) Skimming Pricing	
	b) Price discrimination d) Penetration Pricing	40 - 10
B)	Define the following. (Each of 1 mark)	(05)
	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)	(05)
1. Define briefly the role of a gate-keeper in retail buying process.		(00)
	3. List out the methods of merchandise procurement.	
	4. Explain briefly the concept of electronic payment systems in retailing.	
	5. What is market positioning with reference to retail outlets?	
	6. Give example of breadth and depth in retailing.	
-	Answer the following questions.	
A)	How would you classify retail outlets in Indian Business Scenario?	(07)
B)	A retail outlet in Vadodara wants your advice regarding visual merchandising for goods store. What suggestions would you provide in this regard?	their durable (08)
2.3	Answer the following questions.	
A)	Examine retail location strategy with relevant examples.	(07)
B)	Explain giving examples the concept of retail space management.	(08)
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)
	1. How would you compare electronic commerce with traditional commerce?	

2. Discuss various methods of retail expansion.

3. What are the different pricing methods used by retail outlets?

4. Examine the factors influencing shopping behavior of a retail customer.