

UA-470

M.B.A. IV Semester (FT) Examination-2011  
MARKETING CONCEPTS IN RETAIL MANAGEMENT

Paper - FELRTLM-2

Time Allowed : Three Hours

Maximum Marks : 80

<http://www.rgpvonline.com>

Section - A :

Short Answers Type Questions.

Note : Attempt any four questions. Each question carry eight (8) marks. (4x8=32)

1. How do you evaluate mercantile performance?
2. Describe an integrated supply chain.
3. What is Merchandising?
4. What are the advantages and disadvantages of personal selling in retailing?
5. "Why do consumers buy?" Discuss the consumer behaviour in retail marketing with this question in mind.

Q.VII. Discuss the "Retail Stores Setting up" objectives? Q.VIII.

Write a note on Stores Layout?

Section - B :

Essay Type Questions.

Attempt any Three questions. Each question carries 16 (Sixteen) marks. (3x16=48)

Q.IX. Write a Detailed Note on "Mall Management Issues"? Q.X. Explain any two major retail marketing strategies?

Q.XI. Write a comprehensive note on Trade Area Analysis, before and after setting up a Retail Store?

Q.XII. Write an essay on "Retail Management Information System"?

Q.XIII. Why performance Evaluation measures are necessary in "Retail Management Operations"?