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Question Paper Code: CMB416



**INSTITUTE OF AERONAUTICAL ENGINEERING**  
(Autonomous)

MBA IV Semester End Examinations (Regular) - April, 2019

Regulation: IARE-R16

**RETAIL MANAGEMENT**  
(MBA)

**Time: 3 Hours**

**(Elective : Marketing)**

**Max Marks: 70**

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**Answer ONE Question from each Unit**

**All Questions Carry Equal Marks**

**All parts of the question must be answered in one place only**

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**UNIT – I**

1. (a) What is retailing and what do retailers do? Explain the function of retailers. [7M]  
(b) Define e-retailing explain the structure of retailing around the world and the factors responsible for these differences. [7M]
2. (a) Who is your favorite retailer? Why do you like this retailer? what would a competitive retailer have to do to get your patronage. [7M]  
(b) What are the different types of retailing? Explain characteristics of retailers. [7M]

**UNIT – II**

3. (a) Discuss in detail with an example the consumer buying process. [7M]  
(b) Describe about demographic on-line shoppers in India? Discuss the growth of any on-line shopping in India? [7M]
4. (a) What do you mean by shopping environment? What are retailers doing to improve their stores environment? What are the effects of stores environment on shopping behavior? [7M]  
(b) What is socio cultural environment? Explain the impact of socio cultural factors on consumer buying behavior and buying decisions. [7M]

**UNIT – III**

5. (a) What are the different types of ownership based retailing? How can independent retailer compete against large national chains. [7M]  
(b) What is retail life cycle? Discuss different stages of retail life cycle with diagram and discuss the future challenges. [7M]
6. (a) Define competition and briefly explain different types of competition? and also explain wheel of retailing with diagram. [7M]  
(b) Define retail formats Explain the classification of retail formats based on non store with advantages and disadvantages of each. [7M]

**UNIT – IV**

7. (a) What is supply chain Management? What are the objectives of SCM in retailing. [7M]  
(b) What is retailing pricing? Explain the different pricing strategies in retailing, What factors affect pricing decision? [7M]

8. (a) What pricing factors do retailers use to influence consumer purchases explain their advantages and disadvantages. [7M]
- (b) What is retailing inventory management? How is it different from other form of inventory? Explain the functions of retail inventory management for retail business? [7M]

**UNIT – V**

9. (a) What are the objectives of stores design? Describe the various layouts used in retailing. [7M]
- (b) How is store floor space assigned to merchandise and department? What are the best techniques for merchandising presentation? [7M]
10. (a) Assume you have been hired as a consultant to asses a local discount stores space productivity what analytical tools would you use to assess the situation? what suggestion would you make to improve the stores space productivity. [7M]
- (b) What are the different types of design that can be used in store layout? why are some stores more suited for particular type of layout than other. [7M].

