

Your Roll No. ~~XXXXXXXXXX~~

M.B.A. Semester IV EXAMINATION. 2022
Paper-MBA -MM-11
STRATEGIC RETAIL MANAGEMENT

Time: Three hours

Maximum Marks: 75

(Write your roll no at the top immediately on receipt of this question paper.)

Attempt any 5 question.

All questions carry equal marks i.e. **15 marks each.**

1. Discuss the concept of Modern Retailing with reference to the roles it plays.
 2. What are the different types of retailers in international retailing?
 3. Give a detailed account of a Retail Format? How do you differentiate between the different types of retailers prevalent in India as compared to US and other developed economies? Also comment on the growing demand for online business as well.
 4. What is Retail Marketing Strategy? And how is it different from other marketing strategies?
 5. Define Price discrimination? What is meant by Everyday Low Pricing and how is different from High/Low Pricing?
 6. Give a detailed account of the contributing factors to attain sustainable competitive advantage in the industry?
 7. Write short notes:
 - (a) Components of Store Design
 - (b) Visual Merchandising
 - (c) Price Bundling
 8. Discuss the concept behind Store design and elaborate your answer with an example of a FASHION STORE.
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