

**DEPARTMENT OF MANAGEMENT  
SCHOOL OF MANAGEMENT & BUSINESS STUDIES  
JAMIA HAMDARD**

Even Semester Examination (Online) June 2021

MBA [Semester IV]

Paper Name: STRATEGIC RETAIL MANAGEMENT

MM: 75

Paper Code: MBA-GE-MM-11

Time: 03Hours

Email Id of the Examiner: nfarooqui@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: mba4june2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional  $\frac{1}{2}$  an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –  
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.

- Answer All Questions, each carry equal marks.

1. What is a retail format? Kindly elaborate it by mentioning different fashion retailers and their respective retail strategy. (You may either choose Indian or International retailers)
2. Explain the growth of multi-channel retailing with respect to consumer durables industry.
3. Define Retail Pricing. What pricing strategy is adopted by Walmart and why?
4. Give a detailed account of the contributing factors to attain sustainable competitive advantage through Information system and supply chain management?
5. How online retailers can use the store designing techniques in testing times and do you think it would help them in attracting customers? If yes how?