

Your Roll No.....

M.B.A. Semester IV EXAMINATION, 2019

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. Highlight the concept of Modern trade channel. What are the roles and functions of modern retailing?
 2. Explain the growth of multi-channel retailing and state two examples of it.
 3. What is a Retailers Mix? Give a detailed account of a Retail Format?
 4. Retail Marketing Strategy is a dynamic concept. Do you agree? If yes, then how is it different from other marketing strategies?
 5. Define Retail Pricing. 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 retail industry with respect to apparel industry?
 7. Give latest examples of Retailers' communication mix and how is different from normal communication strategy.
 8. Write short notes:
 - (a) Cherry Picking
 - (b) Visual Merchandising
 - (c) Multiple Unit Bundling
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