

Your Roll No.....

SCHOOL OF MANAGEMENT AND BUSINESS STUDIES
DEPARTMENT OF MANAGEMENT
M.B.A. Semester IV EXAMINATION, 2017
Paper-MBA -MM-11(W)
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 in detail the modern concept of Retailing. What is its significance and role in today's scenario in a developing economy like India?
 2. Give an account of the different types of retailers with suitable examples.
 3. What is Retailers' Mix? Is it different from a Retail Format? And how it is considered the deciding factor for a retailers' success?
 4. How do retailers achieve sustainable competitive advantage and what are the factors to be taken into consideration?
 5. Discuss the modern retail formats in detail and the real existence in this trade channel in India's growing market
 6. What are the different pricing strategies adopted in retail sector and is there any difference between the international concept of pricing and Indian concept. If yes why?
 7. Write short notes on (5*3)
 - a) Retail communication mix
 - b) Atmospherics
 - c) Cherry Picking
 8. The grandeur and promotion of malls is the prime factor for increasing consumerism which leads to impulse buying. Do you agree? Discuss with the help of some fresh examples.
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