

Your Roll No.....

M.B.A. Semester IV EXAMINATION, 2018
Paper-MBA -MM-08 II
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. Explain Modern Retailing and its growth in the developing Nation like India. What are the different strategic changes you have observed in the past five years with respect to retailers Mix?
 2. What is a Retail Format? Discuss the most popular retailing formats when it comes to saving cost.
 3. Differentiate the strategies used by food and non food retailers specifically for Indian markets.
 4. A) What is retail marketing strategy?
B) How do retail chains gain sustainable competitive advantage?
 5. Discuss the various pricing strategies used by retailers.
 6. Give a detailed account of the communication methods adopted by offline and online retailers for catching the customers' attention.
 7. Write short notes:
 - (a) Visual Merchandising
 - (b) EDLP
 - (c) Multiple Unit Bundling
 8. Do you think Store Design plays an important role in gaining competitive advantage? Elaborate it.
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