

**II MBA - II Semester - Regular Examinations – April 2019**

**RETAILING**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) Describe Retailing as a Service.
- b) Write about Warehouse Stores.
- c) Define Primary Trading Area.
- d) Importance of In store Signage Boards.
- e) Price lining by a Retailer.

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Detail the functions to be performed by the Retailers.

(OR)

b) Identify the legislation (Legal Acts) governing Retailing business in India.

3. a) Make a note on organized and unorganized Retailing in India.

(OR)

b) Highlight the growth strategies suitable to Retail Chain Stores selling Mobiles.

4. a) 'Strategic Profit model assist Retailers in planning and evaluating their Marketing and the Financial Strategies'.  
Comment.

(OR)

b) With rationality, suggest the retail locations that are best suited for (i) Department Store.

(ii) Consumer Electronics Store.

(iii) A specialty apparel stores.

(iv) A ware house stores.

5. a) Present the different types of design that can be used in a Store Layout.

(OR)

b) Find out the reasons for putting Candies, Ice creams, magazines at the front of the store.

6. a) Identify the positive brand associations, do customers have with Retail Brands.

(OR)

b) Explain the considerations in setting the Retail Price.

## **SECTION-C**

### **7. Case Study**

**1x10=10 M**

Consider a recent retail service experience, such as Haircut, Doctor's consultation, Dinner in a Restaurant, Transaction in a Bank, and answer the following.

#### **Questions:**

- a) Describe an excellent service experience.
- b) What factors made you feel that the service is excellent?
- c) Identify the problems encountered by you in getting an expected service.