

16/11/2020

Code No.12050

**FACULTY OF MANAGEMENT**

**M.B.A. II – Semester (CBCS) Examination, November 2020**

**Subject: Retail Management**

**Paper – MB – 205 – 4  
Open Elective – IV**

**Time: 2 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Mom and Pop Stores
- 2 Discount Malls
- 3 Franchising
- 4 Logistic Management
- 5 IPR – Patents

**PART – B**

**Note: Answer any four questions.**

**(4x15 = 60 Marks)**

6. Describe various retail formats that prevail in Indian retailing?
7. Explain the geographical spread of retailing in rural India?
8. Explain the scope and evolution of international retailing?
9. Discuss the motives of internationalization of retailing?
10. What is segmentation? Explain the process of segmenting rural markets?
11. Explain the promotion strategies of retailers in Indian markets?
12. What are the sources of merchandise for retailers in India?
13. Examine the strategies adopted for customer service by Indian retailers?
14. What is CRM? Explain the CRM process in retailing?
15. Explain the provisions relating to consumer rights in consumer protection act?

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