



MBA.F.IV/11. 406

M.B.A. DEGREE (FT) IV SEMESTER EXAMINATION MAY 2011

SMS 2414 PLANNING AND MANAGING RETAIL BUSINESS

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Discuss Technological Impact on Indian Retail Structure.
OR
B. Discuss the features of organized retail format.
- II. A. Discuss the influence of demographics in retail shopping behaviour.
OR
B. Discuss the emerging trends in the retail shopping behaviour of Indian consumers.
- III. A. Discuss the techniques available to manage customer traffic inflow in retail organization.
OR
B. Discuss the importance of frontline sales personnel in customer relationship building in a retail environment
- IV. A. Discuss the issues pertaining to credit management in retail environment.
OR
B. Suggest an appropriate supply chain for newly started packed food retail outlet.
- V. A. What are your suggestions to improve the image of a retail outlet that deals mainly to the home appliances?
OR
B. Suggest suitable retail promotion strategies for a large scale retail outlet exclusively for branded men's wear items.
