



MBA.IB.III/11.12.1060

**M.B.A. (INTERNATIONAL BUSINESS) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2012**

SMI 2306 PLANNING AND MANAGING RETAIL BUSINESS

Time: 3 Hours

Maximum Marks: 50

- I. A. Enumerate and explain the various formats of retailing.
OR
B. Bring out the retailing mix for hyper markets.
- II. A. "Window shopping is prominent in organized retail" – What steps you would take to overcome the same and influence consumer behaviour?
OR
B. "Demography influences retail consumer behaviour". Discuss with examples.
- III. A. Bring out the theories involved in retail location.
OR
B. Discuss the customer traffic flow and pattern in various retail formats.
- IV. A. Explain the various strategies that can be adopted in the case of merchandise planning.
OR
B. Discuss the warehousing issues and problems. How it can be overcome?
- V. A. "Online retailing is not yet trust worthy". Evaluate.
OR
B. How do you promote and enhance retail usage in
(i) Metro city
(ii) Moffusil town
(iii) Village in Kerala
