

**MBA 3rd Semester Examination, 2023**

**MBA**

*( Retail Marketing )*

PAPER – MBA-307H (New)

*Full Marks : 80*

*Time : 3 hours*

*The figures in the right hand margin indicate marks*

*Candidates are required to give their answers in their own words as far as practicable*

**GROUP – A**

Answer any **eight** questions : 5 × 8

1. Explain the characteristics of retailing.
2. State the current scenario of Indian retail industry.
3. Mention the advantages of sole proprietorship as a retail unit.

4. Discuss the concept of 'Atmospherics and End-Caps'.
5. Mention the challenges in managing the national brand.
6. Explain the concept of leader pricing with examples.
7. Describe the role of 'Light' and 'Colour' in creating store ambience.
8. Briefly discuss the Life Cycle of Fashion products.
9. Discuss the importance of retail location decision.
10. Mention the different factors which affect in the selection of a retail site.
11. Briefly discuss the retail buying process.

12. What are the objectives of merchandise management ?

GROUP – B

Answer any **four** questions : 10 × 4

13. Discuss the classification of retail units on the basis of merchandise mix.

14. Write notes on 'Retail Life Cycle Theory' and 'Own Branding'. 5 + 5

15. Narrate the Spine Layout pattern in brief. Discuss the different methods of merchandise presentation. 4 + 6

16. What is Bundle Pricing ? Explain the concept of Mark Down pricing with its different types. 3 + 7

17. What are the challenges of Central Business District (CBD) as a retail site? State the advantages of category management. 5 + 5
18. Briefly discuss the Values and Lifestyle Analysis (VALs) framework.
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