

Reg. No. \_\_\_\_\_ Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIFTH TRIMESTER MBA DEGREE EXAMINATION OCT 2018**

**MKT-T5-9 RETAIL MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**Part A**

*Answer all questions. Each question carries 2 marks*

1. What is retailing? Give two examples.
2. What are the drivers of retail change in India?
3. What is vertical marketing system?
4. Briefly describe the types of store location.
5. Name four key sectors in Indian Retailing.

(5x2 marks = 10 marks)

**Part B**

*Answer any 3 questions. Each question carries 10 marks*

6. Explain various non-store retail formats.
7. Explain strategic planning in retailing.
8. The future of Indian retailing is “Brick & Mortar”. Critically evaluate.
9. Explain the role of HRM in Retail business. Also throw light on HR issues in retailing.
10. Write short note on  
a) Issues faced by global retailers  
b) Hub & Spoke model  
c) Scrambled Merchandising.

(3x10 marks = 30 marks)

**Part C**

*Compulsory question, the question carries 20 marks*

11. a) What is retail logistics? To what extent do you believe retailers in India can outsource the logistics function? (4)
  - b) A retailer plans to open a new store near a college. It will have collegiate merchandise such as stationery items, accessories, packed snacks, T-shirts, Tracks, Gift items. Develop an integrated communication program for the retailer. What specific promotion media should the new store use to capture the college market? (12)
  - c) Explain how you will create an appealing internal atmospherics of a supermarket. (4)
- (20 marks)

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