2008 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY MBA

 ${\bf CODE~NO:~R5\text{-}305\text{-}MBA~NR}\\ {\bf M.B.A.~III~SEMESTER~SUPPLIMENTARY~EXAMINATIONS,~APR/MAY~2008}$

RETAILING MANAGEMENT

Time: 3 hours Marks: 60

Answer any FIVE Questions All Questions carry equal marks ?????

- 1. Explain the differences between Hypermarkets and super markets.
- 2. Discuss the strategy planning process in retail.
- 3. State the nature of staff organization and its merits and demerits.
- 4. Explain the terms
- (a) Fad Merchandise
- (b) Basic stock list
- 5. What is the importance of pricing strategies for a retailer? What purpose does the strategy serve?
- 6. What are the popular merchandise presentation techniques in retailing?
- 7. How do you perform site analysis for a retail store?
- 8. Do you favour influx of FDI in retail sector? Give reasons for your answer.