**EMBRM-205**

**Second Semester Executive MBA (Retail Management)**

**Examination Aug/Sep- 2015**

**Retailing and Retail Formats**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

**Answer any five questions. (6\*5)**

1. Clarify internal atmospherics in retailing.
2. What is retailing?
3. Mention the challenges of retailing in India.
4. Define the concept of space management.
5. Give a brief statement about unorganized retail format.
6. Write in nutshell about the security issues in retailing.
7. Mention any five retail store brands.
8. What do you mean by budgeting and resource allocation decisions in retailing?

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Highlight the impact of online retailing. Also discuss the emerging trends in retailing.
2. What is Visual merchandising? Discuss the important components of visual merchandising.
3. Discuss the process involved in understanding the retail shopper behavior.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Describe the characteristics of the organized retail formats in India.
2. Explain the process involved in the retail pricing decisions.
3. How will you build the retail store image? Explain with current Indian examples.