**MBRM-02**

**Third Semester Master of Business Administration (Retail Management)**

**Examination Aug/Sep-2015**

**Retail Planning**

**Time:-3Hours Max. Marks: - 75**

**SECTION-A**

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

1. What do you understand by Consumerism?
2. Define Rented Goods.
3. Write in short about the Planning Individual Customer Services.
4. Define the concept of Organizational Mission.
5. Write short note on Warehouse Store.
6. Briefly define the concept of Financial Resources.
7. Mention the Non goods Services.
8. Briefly define the Specialty Store.

**SECTION-B**

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

1. Discuss the concept of Retailing in detail.
2. Elaborate the concept of the Customer Base with the help of example.
3. Give a detail overview of the Loyalty Program.

**SECTION-C**

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

1. Write a detail note on Total Retail Experience.
2. Discuss the Relationships among Retailers and their Suppliers.
3. Write in detail about the Customer Satisfaction.