



**MBA (Semester – III) (Under Distance Learning) Examination, June 2017**  
**RETAIL MANAGEMENT**

Date : 13-06-2017

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

**Instructions :** 1) Answer **any five** questions.  
2) **All** questions carry **equal** marks.

1. Define Retail Management. State the scope of retailing management. Also elaborate the concept of Wheel of Retailing.
  2. What are the various types of Retailing store locations ? State the Factors affecting store location.
  3. Explain and elaborate The Retail Life Cycle. Provide a Classification of retail outlets with valid examples.
  4. State the Retail branding strategy with elaborated examples.
  5. Explain the Retail image creation process.
  6. Define SCM as a process. How is material handling and transportation done in SCM ?
  7. State the Universal Product Code usage in retailing. What is the Role of information technology in retail ?
  8. Short Note (Answer **any 2**) :
    - a) Retailing in Indian context.
    - b) Merchandise planning.
    - c) Assessing merchandise performance.
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FM 504

**Masters of Business Administration (MBA)  
(Semester III) Examination, June 2017  
(Under Distance Learning)  
MARKETING OF SERVICES**

Date : 14-6-2017

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

**Instructions :** 1) Answer **any 5** from the following.  
2) **All** questions carry **equal** marks.

1. Explain factoring services.
2. Explain steps in service segmentation. What specific challenges exist for service organization under it ?.
3. Name some public utility services and marketing strategies used by them.
4. What is service positioning ? Discuss how the dimensions of service quality can be used for positioning strategy.
5. Identify various types of professional services. Discuss the role of professional consultant.
6. Discuss the importance of communication technology in the marketing of religious services.
7. Write short notes on :
  - a) Customer satisfaction.
  - b) Market research service.





**FM 401**

**M.B.A. (Semester – III) Examination, June 2017  
(Under Distance Learning)**

**SALES AND DISTRIBUTION MANAGEMENT**

Date : 15-06-2017

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

**Instructions :** 1) Answer **any 5** from the followings.  
2) **All** questions carry **equal** marks.

1. Point out some of the aspects of having women as a part of sales team.
  2. Explain the Quantitative techniques in sales forecasting.
  3. What are the different types of sales organization ? Explain in detail.
  4. Relate the concept of 'salesmanship' with the characteristics in sales personnel.
  5. Explain the role of Distribution mangement in selling.
  6. Why retailing is the considered to be one of the most important facet for any marketing activity. Critically evaluate the Indian Vs.Global retail scenario.
  7. What is RFID ? Explain the merits and demerits of RFID.
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FM 402

M.B.A. (Semester – III) Examination, June 2017  
(Under Distance Learning)

PRODUCT AND BRAND MANAGEMENT

Date : 16-06-2017

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

**Instructions :** 1) Answer **any 5** from the followings.  
2) **All** questions carry **equal** marks.

1. What is Product ? What are the steps involved in new Product Development ?
2. State the various corporate level product strategies.
3. Explain the various Product Life Cycle (PLC) Extension strategies.
4. What is Brand ? Commodities Vs. Brands. The Role of Brands : Brand Image.
5. Process of Brand Positioning.
6. "Product innovation is must to sustain the competition". Explain.
7. Introducing and naming new products and brand extensions.
8. Short notes (answer **any 2**) :
  - a) Environmental Appraisal.
  - b) Concept Development.
  - c) Quasi Market Tests.

