Establishment: Establish 

8. What are the various factors influencing mail 

7. What are unfair trade practices? 

6. The training needs of employees. Mention the training techniques used to identify 

5. How to avoid mishaps? 

Retail: Retail 

4. State the importance of accounting software in 

3. Discuss the need for visual requirement management. 

2. Explain the social marketing in retail. 

1. Write a note on international strategic pricing. 

Answer any five questions out of the following: 

PART A — (5 x 6 = 30 marks) 

Maximum: 100 marks 

Time: Three Hours 

RETAIL, PLANNING AND LEGAL ISSUES 

Retail Management 

Third Semester 

DECEMBER 2014/JANUARY 2015 
MBM 3003 
M.B.A. DEGREE EXAMINATION
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the various techniques adopted for services marketing.

10. What is brand management? Explain in detail.

11. How are obsolete goods managed in retailing business? What are the various forms of obsolescence in retailing?

12. What are SCM security measures? Write a note on their foot falls.


14. Discuss on the procedure and duration of registration of trademark.

15. Examine the procedures applicable for a retail store.

16. Mention and explain the statistical methods used in measuring mall performance.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Bharti Group of Industries has Tied up with Wal-Mart.

Bharti group has tied up with an International retail chain ‘WALMART’ to open various cash and carry stores in wholesale segment. To start with, they have opened their first store in Amritsar (Punjab) and now are gradually expanding to other important Tier I and Tier II cities across India.

They have appointed you as a consultant to advise them in various decision areas involved in Retail Management and want to seek your advice to ensure success of their operations.

Questions:

(a) What are the merchandise management decisions involved and what advice you will give for category management and planning?

(b) What performance measures you will suggest to measure the performance of their retail outlets?

(c) What Human Resource issues are involved and how these Human resources functions can be addressed? Give a brief account of them.