For each location, which location is most desirable? Select a jewellery shop in an enclosed mall and one in a shopping centre. List the pros and cons.

SECTION A — (1 × 10 = 10 marks)

1. What are the challenges and reason for failure in stores.
2. Explain the three general types of layout design of equity for the firm.
3. Retailing. Discuss the legal, social and technological issues in retailing.
4. What are the basic retail pricing strategies?
5. How to evaluate a site for locating a retail store?
6. What are the responsibilities of a store manager?
7. What are the general types of layout design of stores.
8. International Retailing.

SECTION B — (6 × 10 = 60 marks)

1. What are the five questions?
2. Answer any five questions.

Time: Three hours

M.B.A. DEGREE EXAMINATION, JUNE 2014.

M.B.M. 3005/RM 3005

RETAIL MARKETING

Marketing/Retail Management

Third Semester