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**MASTER OF BUSINESS ADMINISTRATION  
(TEXTILE MANAGEMENT) (MBATEXM)**

**Term-End Examination**

**December, 2013**

**MCTE-048 : RETAIL MANAGEMENT FOR  
TEXTILES AND APPAREL**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. Discuss the importance of retailing in India. What are the key factors that contribute to the growth of the organized retailing in India ? 20
2. What is merchandising ? Explain the various factors that affect merchandising mix. 20
3. What is CRM ? Explain the various strategies of Customer Relationship Marketing in retail sector. Using suitable examples. 20
4. Explain why location decision is critical and determine the success of a retail business ? What are the factors that a retailer needs to take into account while choosing a location for a retail store ? 20

5. Write short notes on the following : 5x4=20
- (a) Visual Merchandising
  - (b) Five forces of Competition
  - (c) Catalogue marketing
  - (d) E-Tailing
  - (e) The E-Marketing mix
6. Discuss the applicability of some of the newer applications of IT such as RFID, in the Indian retail market place. 20
7. Explain the components of the Retail Marketing Mix. How would the communication mix vary for the supermarket and for a departmental store ? 20
8. Define pricing. What are the objectives of the pricing ? What are the factors affecting the retail pricing strategy ? Enumerate the advantages of the pricing. 20
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