

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) Write a brief note on the evolution of retail formats in India. 20
(b) What are the elements of retail mix ?
2. (a) Discuss the various shopping motivations of the retail consumers. 20
(b) Elaborate on the common methods used by retailers to segment their markets.
3. (a) How does a retailer choose the location of a retail outlet ? 20
(b) What are the major factors for retailers to compete for target consumers ?
4. (a) Discuss the ways of retaining existing consumers in the retailing context. 20
(b) Write note on the use of bar codes in retailing.

5. (a) What are the factors affecting the growth of category management ? 20
(b) What are essentials of a good category management process ?
6. (a) Elaborate on the long term pricing strategies. 20
(b) What are the external factors affecting retail pricing strategy ?
7. (a) What are the advantages of E-tailing ? 20
(b) How does access to internet affect the prospects of E-tailing in India ?
8. (a) Discuss how visual merchandising increases consumer interest in the products offered for sale in a retail outlet. 20
(b) How catalogue marketing as an recent trend, increase profitability ?
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