

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

Term-End Examination

June, 2014

**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. Elaborate the significance of retailing in the Indian Context. What are the factors that contribute to the growth of the organized retailing sector in India ? 20
2. Why retailing sector is perceived as an emerging sector in India ? Identify and discuss the growth drivers and their possible contribution to the Indian economy. 20
3. Imagine you as the Retail Brand Manager of Wal-Mart stores in India. Discuss your role and responsibilities as in framing strategies according to characteristics of Indian market. 20
4. Draw a model of consumer behaviour. You are the marketing manager of a Apparel and Textile company manufacturing. Can you use Maslow's need hierarchy theory to design promotional campaign for your product ? Explain. 20

1. Explain the importance of retailing in the distribution channel of a consumer goods company. (10)

6. Enumerate and briefly explain the elements of wheel of retailing mix for retailing marketing. What is market environment ? Explain the PEST concept. 20
7. What is Customer Relationship Management ? Discuss its significance in Retail Sector. What are your expectations for CRM in the next five years ? 20
8. Write short notes on the following : 5x4=20
- (a) Market skimming
 - (b) Market penetration
 - (c) Break even analysis
 - (d) Market Environment
 - (e) Retail as a career
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