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**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL)  
(MBARS)**

**Term-End Examination**

**December, 2011**

**MRS-018 : CONSUMER AND RETAIL  
ACTIVATION**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions.*

*All questions carry equal marks.*

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1. Describe the retailing landscape of India clearly bringing out the changes that have been taking place in the recent years. 20
  2. (a) What are the factors that affect the buying behaviour of a retail shopper ? 20  
(b) What are the challenges poses by new consumer to retailer ?
  3. Supply chain management is a crucial issue in the success of retail outlets like Reliance, Pantaloon and Life style. Comment. 20
  4. What are the importance factors to be considered for the selection of channel members ? 20

5. What Role does a Brand Ambassador play in retail brand activity ? Explain in detail with example. 20
6. Write short notes on : 20
- (a) Bullwhip effect.
  - (b) Information Technology and supply chain.
  - (c) E - business and supply chain.
7. Analyze supplier and distributor benchmarking process with appropriate examples. 20
8. (a) What is the importance of sourcing of merchandise ? 20
- (b) What is Private Label and what is Their significance to retailing ?
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