

**MASTER OF BUSINESS ADMINISTRATION  
(MBATEXM)**

**Term-End Examination**

**June, 2012**

**MCTE-048 : RETAIL MANAGEMENT FOR  
TEXTILES AND APPAREL (THEORY)**

00413

*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 factors which have played a key role in the development and growth of the retailing industry in India. 20
2. Describe the buying process of a formal shirt by college going students in a metropolitan city. 20
3. (a) Elaborate on the types of locations for a retail outlet. 20  
(b) Discuss how parking will impact the choice of location of a retail outlet ?
4. (a) Explain in detail the category management process. 20  
(b) What are the benefits of a good category management process ?

5. (a) Write note on loyalty programs followed in retailing. 20  
(b) Discuss the various applications of information technology in retailing.
6. (a) Discuss the objectives of pricing in the context of retailing. 20  
(b) What are the short term pricing strategies adopted in retailing ?
7. (a) Elaborate on the types of shop displays. 20  
(b) What is the role of visual merchandising in retailing ?
8. (a) Discuss the disadvantages of e-taking for textile products. 20  
(b) What are the factors that impact on-line retailing in India ?
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