



QP CODE: 26801877



26801877

Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB03FE12 - RETAIL BUSINESS MANAGEMENT

2024 ADMISSION ONLY

D9050BC7

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries 2 marks.*

1. Explain the role of retailing in the economy.
2. What is non-store retailing?
3. List any two factors influencing retail shoppers.
4. What is mark down policy?
5. Define retail promotion.
6. What is strategic retail planning?
7. What is consumerism?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries 6 marks.*

8. What are the major factors driving the growth of retailing in India?
9. Explain store positioning strategies.
10. Explain how floor space management impacts sales.
11. Discuss the various elements of retail price.
12. Discuss the relationship between suppliers and retailers.
13. Explain international retailing with examples.
14. Explain RFID technology and its retail applications.

(5×6 = 30 Marks)





Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Critically analyse the growth and challenges of the retail sector in India.
16. Analyse different types of retail pricing strategies with examples.

Compulsory Question

17. FreshMart Superstores faces a dilemma between adopting Everyday Low Pricing (EDLP) and High–Low Pricing to compete with new discount chains. Management is unsure which model would best attract price-sensitive customers without hurting margins.

Questions:

1. Compare EDLP and High–Low Pricing strategies in retailing.
2. Which pricing strategy would you recommend for FreshMart? Give reasons.
3. How does price sensitivity affect retail profitability?
4. Suggest promotional tactics to complement the pricing strategy chosen.

(2×10 = 20 Marks)

