

Total No. of Pages: 1

**7009**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, December 2014**

**(MANAGEMENT PRACTICES)**

**(SECOND YEAR)**

**263. RETAIL DISTRIBUTION AND CONSUMER BEHAVIOUR**

Time: Three hours

Maximum: 75 marks

---

**SECTION – A**

**(5×3=15)**

**Answer any FIVE questions**

1. Mention any four challenges of retailing in India.
2. Write a note on demographics and Geographic's retail customers.
3. List down the consumer decision process.
4. What is retail information system?
5. Mention the characteristics of organisational buyers.
6. Define the term logistics.
7. What are the factors affecting choice of distribution channels?
8. Define retail strategies.

**SECTION – B**

**(3×10=30)**

**Answer any THREE questions**

9. Critically highlight the issues and challenges of retailing in India.
10. Explain the evaluation of retail and how the identification process takes place for identifying retail customers.
11. Discuss the different levels of logistics management.
12. Describe the role of merchandise management in retailing.
13. List and explain the techniques of inventory management in retailing.

**SECTION-C**

**(1×15 =15)**

**Answer any ONE question**

14. What is category management? Explain steps in the process of category management.
15. Explain the scope and importance of retail market information.
16. Discuss the influence of demographic and lifestyle changes in retailing.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. Why is logistics an important component in a country's economic system? Give reasons.

\*\*\*\*\*