

School of Business

Department of Business
Mid Term Examination

Exam Date: 01 Oct 2023

Time : 90 Minutes

Marks : 50

Sem V - D1UA510T - Retail Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Compare global retailing and national retailing. K2 (2)
- 2) What is meant by legal influences on retail? K1 (3)
- 3) Compare between brand name and brand value. K2 (4)
- 4) Outline the implications of FDI in retail sector. K2 (6)
- 5) Model how technology is affecting retailers. K3 (6)
- 6) Utilise your knowledge to choose pricing objectives. K3 (9)
- 7) Examine the impact of economic and sociological changes on the evolution of Indian Retail Formats. K4 (8)

- 8) Classify the main technologies currently in use in retail. K4 (12)

OR

Analyze the overview on involvement of government on retail marketing. K4 (12)