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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA MF

SEM: III - THEORY EXAMINATION (2025 - 2026)

Subject: Retail Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. Organized retail differs from unorganized retail in terms of: (CO1, K2) 1
- (a) Formal business structure
 - (b) Product variety
 - (c) Customer service
 - (d) Store size
- 1-b. Retail management involves: (CO1, K2) 1
- (a) Manufacturing control
 - (b) Raw material sourcing
 - (c) Store operations management
 - (d) Agriculture production
- 1-c. Cultural factors influencing consumer behavior primarily include: (CO2, K1) 1
- (a) Personal income
 - (b) Educational background
 - (c) Values and traditions
 - (d) Age and gender
- 1-d. Behavioral segmentation focuses on: (CO2, K1) 1
- (a) Customer dreams
 - (b) Purchase patterns and usage
 - (c) Family background
 - (d) Educational qualifications
- 1-e. A retail business model is primarily defined by its approach to: (CO3, K1) 1

(a)	Employee training	
(b)	Creating and capturing value	
(c)	Government compliance	
(d)	Supplier selection	
1-f.	An effective supply chain reduces: (CO3, K2)	1
(a)	Product variety	
(b)	Costs and delivery times	
(c)	Customer service quality	
(d)	Store size requirements	
1-g.	A Private Label brand is owned and managed by: (CO4, K1)	1
(a)	A national manufacturer	
(b)	A celebrity endorser	
(c)	The retailer itself	
(d)	A government body	
1-h.	E-commerce strategy in retail focuses on: (CO4, K2)	1
(a)	Reducing product variety	
(b)	Increasing physical store size	
(c)	Selling products and services online	
(d)	Eliminating customer service	
1-i.	A primary advantage for a franchisor in the franchise model is: (CO5, K2)	1
(a)	Bearing all operational costs	
(b)	Losing brand control	
(c)	Rapid market expansion with lower capital	
(d)	Dealing with daily customer complaints	
1-j.	Influencer marketing leverages the: (CO5, K1)	1
(a)	Government regulations	
(b)	High costs of television ads	
(c)	High costs of digital ads	
(d)	Inefficiency of digital platforms	
2.	Attempt all parts:-	
2.a.	Define retailing. (CO1, K1)	2
2.b.	List two social factors influencing a retail buying decision. (CO2, K1)	2
2.c.	State the full form of SKU in inventory management. (CO3, K1)	2
2.d.	Identify the primary goal of a Customer Relationship Management (CRM) system. (CO4, K1)	2
2.e.	List two benefits of franchising for a franchisor. (CO5, K1)	2
	SECTION-B	30
3.	Attempt all parts:-	
3.a.	Answer any <u>one</u> of the following:-	
3.a.(i)	Categorize the different types of store-based retail formats and provide one example	6

	for each. (CO1, K2)	
3.a.(ii)	Using the example of Reliance Retail, demonstrate how a conglomerate can integrate retail into its larger business portfolio. (CO1, K2)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Differentiate between demographic and psychographic segmentation with suitable retail examples. (CO2,K2)	6
3.b.(ii)	Explain the use of secondary data in understanding local retail competition. (CO2, K2)	6
3.c.	Answer any one of the following:-	
3.c.(i)	Illustrate the role of visual merchandising in enhancing the customer shopping experience. (CO3, K2)	6
3.c.(ii)	Describe the relationship between store design and brand image. (CO3, K2)	6
3.d.	Answer any one of the following:-	
3.d.(i)	Summarize the benefits of implementing an RFID system in retail operations. (CO4, K2)	6
3.d.(ii)	Explain the role of content marketing in a retail digital strategy. (CO4, K2)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Explain the franchise business model and its basic structure. (CO5, K2)	6
3.e.(ii)	Compare the environmental impact of fast fashion versus sustainable fashion retail models. (CO5, K2)	6
SECTION-C		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Elaborate on the key trends shaping the modern retail landscape globally. (CO1, K2)	10
4-b.	Describe the marketing and promotional strategies commonly adopted by large retail chains. (CO1, K2)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the comprehensive process of the consumer decision-making journey, from need recognition to post-purchase behavior. (CO2, K2)	10
5-b.	Elaborate on the psychological processes of motivation, perception, and learning in retail consumer behavior. (CO2, K2)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Explain the various factors and steps involved in retail location strategy and site selection. (CO3, K2)	10
6-b.	Explain the concept of omnichannel retailing in the context of operations strategy. (CO3, K2)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Elaborate on the key digital marketing strategies used by modern retailers. (CO4, K2)	10
7-b.	Discuss the role of email marketing and marketing automation in customer retention. (CO4, K2)	10

8. Answer any one of the following:-

- 8-a. Describe the process of implementing a comprehensive sustainability program in a retail organization. (CO5, K2) 10
- 8-b. Discuss the role of transparency in building consumer trust for sustainable retail brands. (CO5, K2) 10

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