



Y. & M. Anjuman Khairul Islam's
POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University.)
Approved by AICTE, New Delhi ISO 9001-2015 Certification
Office : K. B. Hidayatullah Road, Camp, Pune - 411 001. Tel. : 020 26448781 Website : www.akipimse.ac.in Email : director.pimse@gmail.com

MBA GENERAL (SEM - IV)
412: Retail Marketing
(2019 PATTERN)

SHORT QUESTIONS

1. What do you understand by retailing?
2. What is unorganized retail?
3. Explain organized retail.
4. Mention few players in Retailing in India
5. Talk about waste reduction at Retail stores
6. Difference between service Retailing and Product retailing
7. Importance of market segment in Retailing
8. Mention the criteria for effective segmentation in retailing
9. What are super markets
10. What are hypermarkets
11. What are departmental stores
12. Explain franchising
13. Importance of store location
14. Shed some light on mall management
15. Describe the factors affecting store location
16. Discuss the role of communication in Retailing
17. Describe the Retail marketing communication process
18. How to implement the retail communication program
19. Explain social responsibility in Retailing
20. How to deal with ethical issues in retailing
21. What do you mean by Relationship marketing
22. Data warehousing and data mining in context to Retailing
23. What do mean by RFID
24. Describe the application of IT in retailing
25. What is Loyalty program in retailing