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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025
SEMESTER - III

Sub.: Retail Management (MMM305 / MBA24-MM304)

Date : 27/12/2025

Total Marks : 60

Time: 2.00pm to 04.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Retailing Channels
2. Situational Factors
3. Market Segmentation
4. Franchise Locations
5. Store Layout

Q. 2. Answer in detail (Any One) (10)

1. How do retailers use visual merchandising to enhance product appeal and attract customers?
2. Discuss Retail Marketing strategy.

Q. 3. Answer in detail (Any One) (10)

1. Explain the concept of store administration in retail. How do managers oversee store operations to ensure smooth functioning?
2. Define 'Merchandising' and explain the factors influencing Merchandising

Q. 4. Answer in detail (Any One) (10)

1. What is dynamic pricing? How do retailers use it to adjust prices based on demand, competition, and consumer behavior?
2. Explain meaning of retailing and functions of retailing.

Q. 5. (15)

Green Threads, a new fashion brand focused on eco-friendly and sustainable clothing, is preparing to launch its first collection. The company aims to target environmentally conscious consumers who value ethical fashion choices. Green Threads sources its materials from sustainable farms and ensures that the manufacturing process reduces carbon emissions. The brand's marketing strategy includes digital campaigns, social media influencers, and pop-up stores in high-traffic urban locations. Green Threads intends to use a combination of online and offline retail channels to reach a broad audience. Their retail strategy also includes a focus on educating consumers about the importance of sustainable fashion and offering a transparent supply chain. The company has allocated a significant portion of its budget to creating engaging, creative advertisements, focusing on environmental responsibility and social impact. In terms of pricing, Green Threads has adopted a mid-premium pricing strategy, ensuring that their products remain accessible to the target demographic but still reflect the high quality and ethical production practices.

Questions:

1. How does Green Threads' eco-friendly positioning influence its retail marketing strategy?
2. Discuss how integrating both online and offline channels can help Green Threads maximize customer reach and engagement.
3. Considering the mid-premium pricing strategy of Green Threads, how should the company ensure that the perceived value of its products aligns with the pricing?