

**Scheme Of Evaluation
Internal Assessment Test 3 – September 2019**

Sub:

Retail Management

 Date: 16-11-2019 Duration: 90mins Marks: 50 **Sem:**

III

Code:

18MBAMM302

Branch:

MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)
 Part B - Compulsory (10*1=10 marks)

Part	Question #	Description	Marks Distribution		Max Marks
A	1	a) Definition of retail audit	3M	3 M	20 M
		b) differences between relationship and transactional marketing	7 M	7 M	
		c) brief the international retail environment.	10 M	10 M	
	2	a) Meaning of ethics in retail	3M	3 M	20 M
		b) aspects of ethical issues in retailing	7M	7 M	
		c) Explanation on role of market mavens	10M	10 M	
	3	a) entry strategies for retailers to international markets.	3M	3 M	20 M
		b) steps involved in retail audit	7M	7 M	
		c) strategies used in relationship management	10M	10 M	
B	4	a) unique ways of relationship management strategies used by unorganized stores and review how sustainable they are.	5 M	5 M	10 M
		b) relationship strategies and their significance as asked in the case	5 M	5 M	