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**SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY
[AUTONOMOUS]Seetharampuram, NARSAPUR-534 280**

MBA.III Semester

**SUBJECT: RETAIL MANAGEMENT
[OUTCOME BASED EDUCATION PATTERN]**

UNIT – I

1. Explain about the retail management decision process.
2. Discuss in detail about the Environmental Issues in retail market
3. Explain the economic significance of retailing.
4. Write a short note on retail and its characteristics.
5. Distinguish between product retailing and Service retailing.

UNIT – II

1. Identify the dimensions of segmentation.
2. Discuss in detail about trade area analysis.
3. Summaries the importance of market.
4. List out the various types of Retail Stores Location.
5. Write a short note on Site Selection

UNIT – III

1. Describe about the target marketing.
2. Write a short note on store location and its importance.
3. Explain the various retail pricing strategies.
4. Distinguish between Mark-up pricing and Mark-down Pricing.
5. Explain about the psychological pricing.

UNIT – 4

1. Identify the components of CRM
2. Discuss the benefits of relationship marketing.
3. Summaries the various IMC tools.
4. List out the CRM and Loyalty Program
5. Classify the customer relationship management strategies

UNIT – 5

1. Describe about the market entry methods.
2. Explain in detail about the Retail Global Evolution
3. Write a short note on international retailing.
4. Define global retailing. Explain its benefits.
5. Discuss the various reasons for Going Global