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Register Number:

Name of the Candidate:

DIPLOMA EXAMINATION, 2010
(RETAIL MANAGEMENT)
(PAPER-V)

150. MALL MANAGEMENT

Dec.)

(Time: 3 Hours

Maximum: 80 Marks

Answer any FIVE questions (5×16=80)
All questions carry equal marks

1. Discuss the different components of shopping facilities.
2. Explain in detail different classifications of shopping facilities.
3. Enumerate the various types of retail formats.
4. Describe the advantages and disadvantages of retail management.
5. Explain the various aspects of retail in quality management.
6. Describe the factors influencing consumer markets.
7. Explain in detail the various pricing techniques.
8. Narrate the various types of retail location
9. Discuss the role of retail promotion program.
10. Explain the implementation of retail advertising program.
