



**MEASI INSTITUTE OF MANAGEMENT  
CHENNAI-14**

Approved by All India Council of Technical Education and  
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

**RETAIL MARKETING-QUESTION BANK**

**PART A**

1. Explain the retail formats.
2. Discuss the components of visual merchandising.
3. Distinguish between organized and unorganized retailing.
4. Discuss the retail marketing mix strategies.
5. Explain the steps in merchandise planning.

**PART B**

6. Explain merchandise sourcing. Discuss its benefits.
7. Discuss the growth of private brands in Indian retail scenario.
8. Explain the issues in international retailing. Discuss the opportunities and challenges.
9. Discuss the factors to be considered for effective store layout.
10. Elaborate the gaps model of retail service quality
11. Enumerate the factors influencing retail environment. (April 2015)
12. Compare and contrast between convenience stores and mega malls. (April 2015)
13. Explain the growth of discount stores in India. (April 2015)
14. Enumerate the growth of food retailing and its implications on the economy. (April 2015)
15. Explain the methods of merchandise buying. (April 2015)
16. Explain the impact of single brand stores in the Indian context. (April 2015)
17. Discuss the importance of negotiations in retailing with examples. (April 2015)
18. Explain the recruitment process in the context of shopping malls.
19. Discuss the emerging trends in retailing.
20. Determine the evolution of organized retail in India.
21. Explain the retail management process.
22. Discuss the impact of FDI in globalization of retailing.
23. Elaborate the structure of Indian retailing sector.
24. Explain the factors contributing to the growth of retailing.
25. Discuss the major global trends in retailing.
26. Explain the shopper behaviour in retail sector.
27. Discuss the decision process of consumer purchase in retailing.
28. Determine the shoppers attributes in context of retailing.
29. Explain the segments of retail consumers.
30. Discuss the types of shoppers in retailing context.
31. Explain the shopping patterns in Indian retail.
32. What are the advantages of multi-channel retailing.



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33. Determine the emerging trends of online retailing.
34. Discuss the store-based retailing with illustrations.
35. Explain the advantages of franchising retail model.
36. Discuss the non-store based retailing types.
37. What are the features of malls and explain its challenges.
38. Discuss the types of store layout and design.
39. Describe the dimensions in store choice. (April 2016)
40. Elaborate the process of merchandise buying. (April 2016)
41. Explain the stages of International Retail Developments. (April 2016)
42. Briefly discuss the factors affecting International Retail Expansion. (April 2016)
43. Explain : Behaviourist Vs Cognitivist Approaches. (April 2016)

**PART C**

44. Explain the developments in online retail sector.
45. Elaborate the scope of e-tailing.
46. Determine the online business models in retailing
47. Explain the different theories of location. (April 2015)
48. Explain the retail location decisions with examples. (April 2015)
49. Describe the various retailing types with examples. (April 2015)
50. Explain the various retail layouts in retailing. (April 2015)
51. What are the drivers of Supply Chain Management.
52. Explain the components of supply chain management.
53. Discuss the steps in determining merchandise plans.
54. What are the techniques involved in retail pricing.
55. Explain the factors influencing store loyalty in retail.
56. Discuss the roles and responsibilities of store manager.
57. Elaborate the different methods of entry into international retail.
58. What are the steps involved in measuring retail service quality.
59. Discuss the promotion mix elements in detail.
60. What are the electronic gadgets used in retail stores.
61. Discuss the strategies adopted by international retailers.
62. Explain the models of online retailing.
63. Discuss the International Retail Structures.(Nov 2015)