

**Reg. No. : .....**

**D 634                      Q.P. Code : [10 DMB-LM 149]**

(For the candidates admitted from 2010 onwards)

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Second Year

Logistics and Supply Chain Management

RETAIL STORE AND VISUAL MERCHANDISING

Time : Three hours                      Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the significance of Retail Industry in Indian Economy.
2. Analyze the Recent Trends in Retailing.
3. What are the types and factors of Retail Environment in Green Marketing?
4. What do you mean by retail environment? Describe the current trends in retail environment with respect to Indian scenario.

5. Describe the role of Atmosphere in Retail Strategy.
  6. Explain the key components of Retail Atmospheric.
  7. Draw a layout for a four floors Textile Shop.
  8. What is Bubble Plan? What are its salient features?
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