

-27/3/2018

DOON UNIVERSITY

IMBA -605

IMBA 6<sup>th</sup> Semester

M:M : 30

SUBJECT - RETAIL MANAGEMENT

TIME: 2HRS

***Attempt all questions, all question carries equal marks.***

Q1 What is marketing channel? who are intermediaries? Define major functions performed by intermediaries. (6)

Q2 Draw the structure of marketing channel for consumer and industrial products and goods separately. Also give the pictorial representation of different level of channels. (6)

Q3 How marketers design and manage channel of distribution. Describe briefly with strategies used by them. (6)

Q4 How logistics plays an important role in Marketing channels. Draw and describe the framework of Logistics system design matrix. (6)

Q5 What do you think about retail management. Is traditional approach is better? Describe it in your own words.