

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

16/17MBAMM302

Third Semester MBA Degree Examination, Dec.2018/Jan.2019 Retail Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any **FOUR** full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Define Retailing. (02 Marks)
b. Briefly describe Retail Pricing strategies. (06 Marks)
c. Explain the theory of Retailing of Accordion theory. (08 Marks)
- 2 a. What is Retail Strategy? (02 Marks)
b. Discuss the Retail Communication Mix. (06 Marks)
c. What is a store layout? Explain the types of store layouts. (08 Marks)
- 3 a. What is merchandise management? (02 Marks)
b. Describe the aspects of Ethical issues in retailing. (06 Marks)
c. Explain the types of retail formats. (08 Marks)
- 4 a. What is CRM? (02 Marks)
b. Briefly discuss the various criteria while selecting a supplier. (06 Marks)
c. Explain the types of Retail locations available. (08 Marks)
- 5 a. What are 'Private Label' brands? (02 Marks)
b. Briefly explain the components of Retail mix. (06 Marks)
c. Brief out the differences between relationship and transactional marketing. (08 Marks)
- 6 a. What are the characteristics of retailing? (02 Marks)
b. What are the Retail Trends in India? (06 Marks)
c. What is Retail Audit? Explain the steps in retail audit. (08 Marks)
- 7 a. List the Visual Merchandising Techniques/Elements. (02 Marks)
b. Discuss the need for consumerism in retailing. (06 Marks)
c. Briefly explain the reason for the growth of organized retail in India. (08 Marks)

8

CASE STUDY

KFC restaurants are doing an about-face abroad. The KFC global design team has been working to overhaul and modernize the brand's visual appearance to the public. All new and remodeled stores there are begin based on a sleek design concept that encourages patrons to linger. KFC certainly hopes their customers spend longer. KFC certainly hopes their customers spend longer hours in their restaurants, and that is reflected in sales growth. As a result, KFC tries to keep renewing their concepts in this direction, satisfying customers preference for spending time at places where they feel relaxed, where they perceive the place as part of their daily lives with materials, colors and lighting.

- a. Identify the key elements that have contributed in enhancing the visual appeal of KFC. What visual merchandizing techniques does KFC follow? (08 Marks)
- b. Discuss some of the factors affecting the exterior and interior layout of a store. (08 Marks)

* * * * *