

CBCS SCHEME

16/17MBAMM302

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Third Semester MBA Degree Examination, Dec.2019/Jan.2020 Retail Management

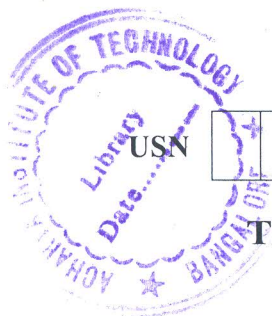
Time: 3 hrs.

Max. Marks:80

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

1. a. State the characteristics of retailing. (02 Marks)
b. Explain the wheel of retailing. (06 Marks)
c. Explain in detail the strategic retail planning process. (08 Marks)
2. a. List the types of retail audit. (02 Marks)
b. Explain briefly the challenges faced by retailers. (06 Marks)
c. Explain the concept of management relationship planning in retailing. (08 Marks)
3. a. What are the location strategy in retail? (02 Marks)
b. Briefly explain the motives of international retailing. (06 Marks)
c. Explain the factors influencing customer buying behaviour. (08 Marks)
4. a. Mention the trends in retail research. (02 Marks)
b. Explain factors influencing retail pricing. (06 Marks)
c. Explain in brief the conflict theory in retailing. (08 Marks)
5. a. State the types of retail format. (02 Marks)
b. What are the steps involved in retail audit? (06 Marks)
c. Explain the different types of store layout. (08 Marks)
6. a. State various factors affecting modern store management. (02 Marks)
b. Explain different types of multi – channel retailing. (06 Marks)
c. Explain the need for consumerism in retailing. (08 Marks)
7. a. State the trends in retailing. (02 Marks)
b. Explain retail promotion strategy. (06 Marks)
c. Explain the issues involved in international retailing. (08 Marks)
8. **CASE STUDY (Compulsory) :**

ABC Ltd is one of the retail chain industry in India. It has retail outlets of around 5000 sq. feet but struggling to fight competition and demographic changes in recent years. It provides wide varieties of products right from accessories, furnitures , books , cosmetics , garments , grocery , etc. Over a period of time it was observed that , their sales started falling down into 80 : 20 pattern with loyalty card customers despite being only 15 percent of the base contributing over 70% of the revenues of ABC Ltd. There was increased competition from discounters supermarkets.



The company had the data of loyalty card holders. It decided that if they could understand the individuals time of purchasing , what they purchase, why they were purchasing , then they could figure out the needs, expectations of customers, they would be in a position to provide better quality experiences and services to their customers which would in turn help in increasing their market share.

Questions :

- a. Which type of store layout pattern has to be adopted by ABC Ltd and why? (04 Marks)
- b. What elements do you suggest in store designing? (04 Marks)
- c. How can you attract the customers to retail outlets? (04 Marks)
- d. What are the competitive strategies that could be adopted? (04 Marks)
