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Third Semester MBA Degree Examination, July/August 2021 Retail Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define Retail Management. (03 Marks)
b. What are the responsibilities of store manager? (07 Marks)
c. Describe the theories of Retailing in detail. (10 Marks)
- 2 a. What is SKU? (03 Marks)
b. What are the factors influencing the location of store? (07 Marks)
c. Discuss the current retail scenario in India with the FDI regulations. (10 Marks)
- 3 a. Explain RFID. Mention the types of RFID. (03 Marks)
b. Examine the various visual merchandising techniques in retail. (07 Marks)
c. Discuss the factors in the international retail environment. (10 Marks)
- 4 a. What are Private labels? Give 2 examples. (03 Marks)
b. Briefly explain the retail communication mix. (07 Marks)
c. Discuss the various types of retail formats. (10 Marks)
- 5 a. Explain leader pricing. (03 Marks)
b. Explain the various ethical issues in retailing. (07 Marks)
c. Explain the areas of retail research. (10 Marks)
- 6 a. What is Merchandise Management? (03 Marks)
b. What are Markdowns? Discuss the various causes for Markdowns. (07 Marks)
c. What is retail audit? What are the steps in retail Audit? (10 Marks)
- 7 a. What do you mean by Multichannel Retailing? (03 Marks)
b. What is Retail Pricing? Explain the kinds of retail pricing. (07 Marks)
c. Explain the various types of retail layouts. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

CASE STUDY
Retail Mall Culture

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A retail chain like Future Group's Big Bazaar may be clocking heady sales, but the dozen odds shops operating in its proximity wear a deserted look, giving a somewhat hollow ring to the much hyped about retail boom in the country. In what seems like a quirky of circumstance, malls have spring up all over Urban India in anticipation of a consumption boom that may itself prove to be eventually truant.

To be viable, the huge investments made in the sector by India Inc would have to be responded to by a corresponding massive surge in foot falls. And for that to happen, a lot of links would have to fall in place.

Between the drawing board and the emerging market realities, the realization dawns that a lot of things can go wrong with India's much-heralded retail revolution. The more visible among these loose ends is the high real estate prices, the loosely-knit distribution networks in India's hinter land, the near absence of any modern supply chain logistics, shortage of skilled personnel, and a regulatory system that resembles a patchy quilt more than anything else.

Then there is the nature of the business itself. Retailing is a low margin, high-volume, commodity business where profitability gets strained as competition intensifies. And if wrong choices are made regarding the location or the formatting of the store, then the retailer is doomed. To make it big, a retailer would have to negotiate all the tricky turns most of the time.

In fact, it is the expectation of a large working and earning population that has attracted most global retailers to the country but most analysts are agreed that the Indian retail market could at best support to large players.

Given the number of players getting into the Fray today, this clearly means a winnowing out of the weaker retail players. What's more, that time could be sooner rather than later, may be just three or four years down the line?

Says Hemant Kalbag, principal, A.T. Kearney. "I see consolidation happening in the next five years. That's when the shakeout will happen and the successful retailers will look acquiring less profitable ones."

But that's still in the future. As of now, the retail turf is set for some frenetic activity.

Questions:

- a. Explain the factors responsible for the retail boom in the country. (05 Marks)
- b. Discuss the challenges faced by the retailers. (05 Marks)
- c. Comment on the mall culture and do you think it will be successful? Justify? (05 Marks)
- d. With the competition from online retailers, how do these brick and mortar retailers survive? (05 Marks)

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