

CBCS SCHEME

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18MBAMM302

Third Semester MBA Degree Examination, Feb./Mar. 2022

Retail Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- 1 a. Define retailing. (03 Marks)
b. Explain the "Wheel of Retailing Theory". (07 Marks)
c. What is "Retail pricing strategy"? Discuss the 4 basic retail pricing strategies. (10 Marks)
- 2 a. What is 'Relationship Marketing' in retailing? (03 Marks)
b. Describe the aspects of ethical issues in retailing. (07 Marks)
c. Discuss the reasons for the growth of organized retail in India. (10 Marks)
- 3 a. Define retail strategy. (03 Marks)
b. Assess the merchandising strategies that drive sales. (07 Marks)
c. Examine the dimensions of retail market segmentation with examples. (10 Marks)
- 4 a. Explain the terms "Retailing" and 'Retailer' with examples. (03 Marks)
b. What are the factors that influence the retail shopper buying behavior. (07 Marks)
c. Discuss the importance of research in retail management. (10 Marks)
- 5 a. What is 'Online Retailing'? (03 Marks)
b. Compare 'Multichannel Retailing' with 'Omnichannel Retailing' with appropriate example. (07 Marks)
c. Discuss the concept "Retail Life Cycle", with a suitable example. (10 Marks)
- 6 a. What is inventory shrinkage in retail? (03 Marks)
b. Briefly indicate the measures that can be taken by the retailer to prevent shop lifting. (07 Marks)
c. Discuss different store layout with examples. (10 Marks)
- 7 a. What is a Planogram? (03 Marks)
b. Explain in brief the international retail environment. (07 Marks)
c. Discuss the advantages and disadvantages of online retail. (10 Marks)

8 CASE study :

The Indian retailer Flipkart online business private Ltd. [Flipkart] faced with a huge fund crunch, heavy losses, tough competition and a churn which was not expected with the Top level, C suite executives leaving the company and the founders selling their stakes. It was nothing short of a big storm hitting Flipkart, the apple of Indian e-commerce with Amazon, foraying into Indian ecommerce with full speed and force, Flipkart found it an uphill task to sustain its sales volume, increase market share and its market space in the Indian ecommerce.

- a. Discuss the problems faced by Flipkart in India. (05 Marks)
- b. Evaluate the rapidly changing Indian e commerce scenario and its effect on online retailer like Flipkart. (05 Marks)
- c. Analyse the future of Fipkart. (05 Marks)
- d. Explore the strategies, the online retailer can adopt to sustain in the Indian e-commerce market. (05 Marks)

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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.