

## Third Semester MBA Degree Examination, July/August 2022 Retail Management

Time: 3 hrs.

Max. Marks: 100

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

- 1 a. What is SKU? (03 Marks)  
b. Bring out the important elements of visual merchandise in retail sector. (07 Marks)  
c. Briefly explain the duties and responsibilities of store manager. (10 Marks)
- 2 a. What is merchandise management? (03 Marks)  
b. Explain the characteristics of retailing. (07 Marks)  
c. Discuss the important factors affecting retail pricing strategies. (10 Marks)
- 3 a. What is retail audit? (03 Marks)  
b. Explain the principles of store design. (07 Marks)  
c. Briefly explain wheel of retailing and melting pot theory of retailing. (10 Marks)
- 4 a. What are private label brands? (03 Marks)  
b. Enumerate the retail trends in India. (07 Marks)  
c. Discuss in brief the retail communication mix strategy. (10 Marks)
- 5 a. Mention the functions of retailing. (03 Marks)  
b. Explain the methods of retail research in retailing. (07 Marks)  
c. "A poor location may be such a liability that even superior retailers cannot overcome it." Is it always true? Explain with example. (10 Marks)
- 6 a. Contrast single channel and multi channel retailing. (03 Marks)  
b. Differentiate among 3 types of impulse purchases. Give an example of each. (07 Marks)  
c. Briefly explain the different types of retail format. (10 Marks)
- 7 a. List out the barrier's for FDI in retailing. (03 Marks)  
b. Describe the aspects of ethical issues in retailing. (07 Marks)  
c. Briefly explain the different types of store layout. (10 Marks)

**8 CASE STUDY: (compulsory)**

Vivek & Co began operations in 1965 as a 200 square feet store that sold folding chairs in the Mylapore area of Chennai. It was later renamed Vivek limited (Viveks) and started selling products under the brand name Viveks.

By 2004, Viveks grew by leaps and bounds to become the largest Indian retail store to offer home appliances and consumer electronics in Tamil Nadu and Karnataka. Between 1999 and 2002, Viveks ventured into an aggressive expansion strategy to strengthen its position in consumer durable. Retail sector by setting up new outlets and acquisition. At the same time, the company aimed at optimizing inventory, reducing cost and other strategies for efficient operations.

Questions :

- a. Viveks grew from 3 stores in 1995 to 50 stores in 2005 by following a rapid expansion strategy in Tamil Nadu and Karnataka. What factors would you attribute to its success?  
(10 Marks)
- b. Viveks intends to have around 300 stores by 2019 by expanding into North India and West India as well. What are challenges that the retail chain would face in future to maintain growth?  
(10 Marks)

\* \* \* \* \*