



CBCS SCHEME

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16/17MBAMM302

Third Semester MBA Degree Examination, Aug./Sept. 2020

Retail Management

Time: 3 hrs.

Max. Marks:80

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

- 1 a. Define Retailing. (02 Marks)
b. What are the characteristics of Retailing? (06 Marks)
c. Explain the types of Retailers. (08 Marks)
- 2 a. What do you mean by Retail Promotion? (02 Marks)
b. What are the factors influencing location of store? (06 Marks)
c. Explain the Retail pricing strategies. (08 Marks)
- 3 a. Define view Merchandising. (02 Marks)
b. What are the responsibilities of store manager? (06 Marks)
c. Explain the wheel of Retailing. (08 Marks)
- 4 a. Define Retail layout. (02 Marks)
b. What are the objectives of Good store design? (06 Marks)
c. Explain the types of Retail layouts. (08 Marks)
- 5 a. What is franchising? (02 Marks)
b. Explain the consumer buying process. (06 Marks)
c. How does visual Merchandising process or tools or Technique are helpful in retail? Explain. (08 Marks)
- 6 a. Define Retail strategy. (02 Marks)
b. Explain the components of retail mix. (06 Marks)
c. What are the factors influencing retail pricing? (08 Marks)
- 7 a. Define Retail Audit. (02 Marks)
b. What are the challenges of Indian Retailing? (06 Marks)
c. Explain the Retail strategy process in detail. (08 Marks)
- 8 CASE STUDY [Compulsory]

Surf Lab for years made laundry bleach for Indian families. It accounts for 52% market share in liquid bleach and 61% in Powdered bleach. Its revenue was approximately Rs. 300 million out of total corporate revenue of Rs. 900 million over the years. The company diversified its operations into other house hold products including liquid Plummer, drain cleaned, pre wash product etc., still its future is tied to the laundry room as its bleach accounts for half its profits. In response to stiff competition from an equally established competitor in the field of bleach market, surf put its own new bleach named whole. It is aimed at the gap between powders. Which are weaker but safer for fabrics and harsher liquids surf's products is not viewed by analysis as a major technological leap forward. But the competitors bleach is made by a different formulation which is said to be effective at low water temperature used in many washing machines at Indian households.

Questions :

- a. Is surf's defensive strategy enough to meet the challenges from its competitors? (05 Marks)
- b. What other steps should surf take so as not to lose the retail market share of laundry bleach? (05 Marks)
- c. Should surf adopt product diversification strategy to ensure sustained growth and avoid fierce competition for retaining the monopoly? (06 Marks)
