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Third Semester MBA Degree Examination, Jan./Feb. 2021 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. What is retailing? (02 Marks)
 - b. What is meant by multichannel retailing? (06 Marks)
 - c. Illustrate the challenges faced by the Indian retail industry, with few solutions too. (08 Marks)

- 2
 - a. What do you mean by wheel of Retailing? (02 Marks)
 - b. Write a note on "Retail Accordion" (06 Marks)
 - c. Write about the melting pot theory in retailing. (08 Marks)

- 3
 - a. What is meant by retail market strategy? (02 Marks)
 - b. Describe the size, space and location significance in retailing. (06 Marks)
 - c. Explain information systems, supply chain management and logistics in retailing. (08 Marks)

- 4
 - a. Explain the concept of "Store Management". (02 Marks)
 - b. Explain the roles and responsibilities of a store's manager. (06 Marks)
 - c. Explain in depth the visual merchandizing. (08 Marks)

- 5
 - a. What is relationship marketing in retailing? (02 Marks)
 - b. Illustrate retail research in detail. (06 Marks)
 - c. Explain internationalization of retail. (08 Marks)

- 6
 - a. What is retail audit? (02 Marks)
 - b. "Do you feel ethics are important in retail"? Justify. (06 Marks)
 - c. "Every business needs to do operations that reflect social concern and responsibility".
Explain in context of Retail business. (08 Marks)

- 7
 - a. Explain Online Vs Offline business. (02 Marks)
 - b. "Brick and Click model" should be used upto what percentage in retail business? (06 Marks)
 - c. Develop a questionnaire for a Retail research in your own words. (08 Marks)

- 8 **CASE STUDY [Compulsory]**

Every retail outlet has problems. Problems of competition, problems of marketing, problems of HR and problems of payments.

The relationship between among all these problems make a Store Manager to face challenges every day. The role of a Store Manager is becoming very difficult and challenging.



A Store Manager should understand visual merchandizing and the current trend in the market. India's Average age is 27 years and the Store's Manager understanding should match to the India's youth base of men and women young and old.

Old stocks, dead stocks, nonmoving stocks occupy space and new trends, new fashions, needs to brought in, the challenges is space and cost.

Many a times customers would walk in check the price and go online to buy. It so happens that customers sometimes don't walk in.

Challenges like rent payment, electricity payment, water bill, salaries and other expenses are going up, where as the margins are getting squeezed.

Keeping these multiple situation and challenges in mind one really thinks am I in the real business or not?

Questions :

- a. Let's assume you are the Stores Manger, how will you overcome these challenges applying marketing, finance, operations and HR knowledge. **(08 Marks)**
- b. Make employees to serve and interact better with customer ; you very well know that Relationship management is the key, write in your own words for increasing sales by better CRM (Customer Relationship Management), CSR (Corporate Social Responsibility) approach. **(08 Marks)**

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