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18MBAMM302

Third Semester MBA Degree Examination, Jan./Feb. 2021
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. What is retailing? (03 Marks)
b. Discuss the trends in retailing. (07 Marks)
c. Explain the problems involved in Indian retailing. (10 Marks)
- 2 a. Define conflict theory. (03 Marks)
b. Explain wheel of retailing. (07 Marks)
c. Discuss the factors influencing consumer buying behaviour in retailing. (10 Marks)
- 3 a. What is retail Market Strategy? (03 Marks)
b. Discuss the factors affecting the location of retail outlet. (07 Marks)
c. Explain retail pricing strategies. (10 Marks)
- 4 a. Define buying system. (03 Marks)
b. Explain the types of store layout. (07 Marks)
c. Explain the factors considered in allocating the parking space. (10 Marks)
- 5 a. What do you mean by relationship marketing? (03 Marks)
b. Discuss the areas of retail research. (07 Marks)
c. Explain the issues involved in international retailing. (10 Marks)
- 6 a. Define consumerism. (03 Marks)
b. Discuss the social issues in retail social responsibility. (07 Marks)
c. Explain the steps involved in retail audit. (10 Marks)
- 7 a. What is merchandise management? (03 Marks)
b. Explain visual merchandising techniques. (07 Marks)
c. Assess the growth of organized retail sector in India. (10 Marks)

- 8 Case Study [Compulsory]
SLR is one of the retail outlet in India. It has a outlet of around 5000sq. feet, providing wide varieties of products right from accessories, furniture, books, cosmetics, garments, groceries, over a period of time it was observed that, their sales started falling down into 80 : 20 pattern with loyalty card customers despite being only 15% of the base contributing over 70% of the revenues of SLR. It was struggling to fifth competition and demographic changes. There was increased competition from discounters supermarkets. The company had the data and loyalty card holders. IT decided that, if they could understand the individuals time of purchasing, what they purchase, why are they purchasing them they could figure out the needs, expectations of customers, and be in a better position to provide better quality, experiences and services to their customers, which would intern help in increasing their market share.

Questions :

- a. What type of store layout pattern has to be adopted by SLR and why? (05 Marks)
- b. What elements do you suggest in store designing? (05 Marks)
- c. How can you attract customers to shop in retail outlets? (05 Marks)
- d. What are the competitive strategies that could be adopted by SLR? (05 Marks)

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