

Registration No :

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Total Number of Pages : 02

MBA  
15MNG402A

4<sup>th</sup> Semester Regular / Back Examination 2018-19

RETAIL MANAGEMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F188

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- Write two characteristics of a good range plan.
- What is meant by open to buy (OTB)?
- Illustrate the relevance of CBD?
- Outline atleast two advantages of cross-docking.
- What is the role of RFID in retailing?
- State one difference between product-related and unrelated brand extensions with examples.
- Differentiate between sweepstake and contest.
- How does vicarious learning influence consumer buying behavior?
- Distinguish among staple, fashion and a fad.
- Differentiate between POP and POD with suitable examples.

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- How can retailers use training and motivating employees in their human resource management practices to gain competitive advantage?
- Differentiate between Organized Retailing and Unorganized Retailing from the Indian perspective.
- Explain Merchandise planning and control with example.
- Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar.
- Discuss the role of a store manager in a modern retail store.
- Analyze the reasons why retailers choose to go international.
- What are the characteristics of a good store layout?
- Discuss the role of logistics management in modern retailing.
- Enumerate the role of retail information system.
- What is Boutique Layout? Discuss its advantages and disadvantages?
- Elucidate the functions of retailing.
- Analyze the role of CRM in retailing.

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### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is retail promotional mix? Discuss the various sales promotions carried by **Big Bazaar** in a city you are acquainted with. (16)
- Q4** Explain Visual merchandising. Analyze the visual merchandising aspect of **Westside** from customer perspective. (16)
- Q5** Describe the factors that **Decathlon** might have considered before finalizing its location in Bhubaneswar? (16)
- Q6** Why should a retailer highlight price and not product features in its sales promotion for national branded products? Should the same rules be applied for private-label brands? (16)
- Explain.

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MBA  
15MNG402A

4<sup>th</sup> Semester Regular / Back Examination 2017-18

RETAIL MARKETING (RM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C186

Answer Question No.1 and 2 which are compulsory and any four from the rest.  
The figures in the right hand margin indicate marks.

Q1 Fill in the Blanks :

(2 x 10)

- a) A retail format that consists of multiple retail units under common ownership with centralized decision making is called -----.
- b) A non-store retail format in which merchandise is stored in machine and dispensed to the customer on deposit of cash or credit card is called -----.
- c) When a retailer buys a product not because of any prior planning but due to a sudden urge to purchase- such type of buying is known as -----.
- d) A type of retail location where there are no other retail outlets in the vicinity of the store and the store depends on its own pulling power is called ----- location.
- e) According to the Central Place Theory a store will earn profit only if its range is larger than its -----.
- f) A large well known retail store located in a shopping centre serving as an attraction and draws customers to the shopping centre is known as-----.
- g) A type of merchandise which generates high sales only for a short period of time and then more or less fades away is known as----merchandise
- h) ----- is a diagrammatic presentation depicting the placement of merchandise in the store.
- i) Those brands which are designed and developed by wholesalers and retailers are called-----.
- j) ----- is the art of presentation and display which brings the merchandise into focus and creates a desire and augment the shopping process.

Q2 Answer the following questions briefly :

(2 x 10)

- a) What do you mean by Life time value of a customer?
- b) What is scrambled merchandising
- c) What do you mean by leased department format of retailing?
- d) What is cross merchandising?
- e) What do you understand by Central Business District?
- f) What is retail atmospherics?
- g) Distinguish between At-the-market orientation and upscale orientation in retail pricing?
- h) What is Loss leader pricing?
- i) What is Point-of-purchase (POP) display?
- j) What do you mean by pedestrian traffic?



- Q3 Define merchandise management? Explain the steps involved in merchandising planning and implementation. (15)
- Q4 Explain the importance of branding in retail marketing strategy? Discuss various branding strategies and as a retailer how would you create brand value in order to gain competitive advantage. (15)
- Q5 What is the relevance of store layout planning for a retail unit? Discuss various types of retail store layout. (15)
- Q6 Enumerate the reasons for the growth of retailing in India. Discuss the challenges faced by the retailers due to the changing behavior of retail consumers. (15)
- Q7 Distinguish between franchising and chain store format of retailing. Explain the advantages and disadvantages of each one of them. (15)
- Q8 Why location decision of a retail store is so important? Discuss different types of retail location with their advantages and disadvantages. (15)

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MBA  
15MNG402A

**4<sup>TH</sup> SEMESTER REGULAR EXAMINATION, 2016-17**  
**RETAIL MARKETING**

**Branch: MBA**

**Time: 3 Hours**

**Max marks: 100**

**Q.CODE : Z921**

**Answer Question No.1 and 2 which is compulsory and any four from the rest.**

**The figures in the right hand margin indicate marks.**

**(2 x 10)**

**Q1**

Answer the following questions:

a) Location decisions are-----

- a. complex
- b. simple
- c. Lackadaisical
- d. Flexible

b) Location and site characteristics should interact in a positive and synergistic way with a store's -----

- a. Interact in synergistic way
- b. Store's merchandising, operations
- c. Customer service characteristics
- d. All of the above

c) Free-standing locations have advantage of-----

- a. Other similar stores in vicinity
- b. No pulling power required
- c. Need hardly any promotion
- d. Low property cost

d) Examples of Planned Business Districts are-----

- a. Downtown
- b. Suburban Business District
- c. Neighborhood Business District
- d. None of the above

e) Atmospherics is the consideration of-----

- a. Physical characteristics of the store
- b. Does not relate to definite USP
- c. Increases product search time
- d. No space management

f) Exterior Atmospherics deals with-----

- a. Store front
- ☒ b. Surrounding stores
- c. Parking lot
- d. All of the above ✓

g) A Race track layout -----

- ☒ a. Has many aisles
- b. Does not encourage impulse buying ✓
- c. Uses colors
- d. Offers cumbersome shopping experience

h) Goods displayed in the store-----

- ☒ a. Show the sincerity intention of the store
- b. Inform the customers
- c. Entertain and educate customers.
- ☒ d. All of the above ✓

i) A Planogram helps in-----

- a. Only organizes display but does not coordinate *b*
- b. Organizes and coordinates display ✓
- c. Only coordinates display but does not organize
- d. None of the above

j) Retail space management is-----

- a. Optimum space utilization
- b. Convenience to customers
- c. Convenience to employees
- ☒ d. All of the above ✓

Q2

(2x10)

- a) What is vertical transportation? ✓
- b) What is Grid Layout?
- c) How do you explain Retail Branding?
- d) What is understood by Site?
- e) Explain Tertiary Trading Zone.
- f) What is meant by Product Assortment?
- g) What is understood by store foot fall?
- h) What is zoning?
- i) Explain Retail Turnover?
- j) What is Law of Retail Gravitation?

*Q3*

Q4

What is Trading Zone analysis? Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar. (15)

Explain Visual merchandising. Analyze the visual merchandising aspect of Big Bazaar from customer perspective. (15)

Q5

Analyze Organized Retailing vis-à-vis Unorganized Retailing from the Indian perspective. Which of them has a better future in India? Why?

(15)

Q6

Write notes on any THREE:

- Central Place Theory
- Visual Merchandising
- Free-form Layout
- Product Management

(15)

Q7

Explain Merchandise planning and control with example.

(15)

Q8

How is Retail Promotion beneficial to retailing? How is it practiced? Analyze your answer with example(s).

(15)



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MBA/MGT-406A

**FOURTH SEMESTER EXAMINATION-2016**

**RETAIL MANAGEMENT**

**Branch : MBA**

**Question Code : MGT-406A**

**Full Marks-70**

**Time-3 Hours**

**Answer Question No.1&2 which are compulsory and any four from the rest. Figures in the right hand margin indicate marks.**

**Q.1-Explain the following briefly:**

**(2x10)**

- (a) Pedestrian traffic flow
- (b) Footfall
- (c) Width of assortment
- (d) Destination store
- (e) Plano gram
- (f) Gray market
- (g) Predatory pricing
- (h) Grid layout
- (i) Cross merchandising
- (j) Free standing location

**Q.2-Case study: 10**

The retailing success of Saravana stores in comparison with Shoppers' stop is considered one of the distinctive retail successes in modern times. Shoppers's stop has outlets in six cities and a total floor space of over 2, 25,000 sq.ft. Its outlets are air-conditioned, well maintained and have inviting store displays. Their



advertising campaign is considered to be one of the best in the industry and the staff is well dressed and articulate. They have good loyalty programs, and their service is reasonably quick and efficient. They have spacious, pleasant cafes with a variety of different snacks and beverages from leading brands.

On the otherhand, Saravana stores have only one outlet in Chennai, consisting of three divisions. It has a lower middle class clientele and a total space of around 25000 sq.ft. The exterior of the outlet has not even been white washed for many years. There is a huge crowd round the clock. Goods are piled on top of one another or displayed all along the wall. Signboards within the stores have a slightly peremptory note for example, 'trials not allowed' or 'pay money at the counter only.' The staff is dressed in untidy uniform, and courtesy towards customers is not expected from them. The eatery at the top of the garment section has no tables and chairs. It sells a total of about eight items –coffee, tea and cold drinks included. Shoppers' Stop has a total turnover of rs.160 crore. Saravana stores has a total turnover in excess of 600 crore-earned from 20,000 customers per day. Saravana in Chennai basically targets daily wage earners or govt. employees. Many of them have roots in villages or small towns from where they have migrated to Chennai. For them the environment in and around Shoppers's Stop does not seem very inviting. It does not map with their existing perception of the market they usually shop in. The tremendous depth and range of merchandise at Saravana stores suit all pockets and all tastes. Saravana store is a very close prototype of melas and shanties where lower middle class or migrants from rural area used to shop. The indifferent service atmosphere suits the customer very well. It also means that no one will interfere with him while he inspects the displayed goods at his leisure. The eating joint has no infrastructure. Customers at Saravana sit with the rest of the family on *durries* on the floor just like at home. The anchor no doubt is price, which even attracts people from the middle class. A 20 to 30 percent saving is attractive by any standard.

#### QUESTIONS:

- 1- Compare and contrast the retail marketing mix of Saravana stores and Shoppers's Stop.
  - 2- Explain the customer profile of both the stores and explain the buying behavior of the customers of Saravana stores.
- Q.3-** Compare and contrast the chain store and the franchise format of retailing. Explain their relative merits and limitations.10

**Q.4-** Explain various theories of retailing in detail. **10**

**Q.5-** Explain the concept of atmospherics in retail. Discuss its components and importance in retail marketing strategy.

**Q.6-** How do you distinguish between location and site? From the retailer's perspective compare the advantages of locating in unplanned business district versus planned shopping centre. **10**

**Q.7-** What is the relevance of store layout planning for a retail unit? Discuss any two type of store layout. **10**

**Q.8-** Discuss the role of pricing in retail marketing mix. Explain various pricing strategies available to a retailer. **10**

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MBA  
MBA404A

Fourth Semester Examination – 2013

RETAIL MANAGEMENT

QUESTION CODE : A420

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions :

2 × 10

- What do you understand by technology in retailing ?
- What is retail equity ?
- What do you understand by Store Image ?
- What is understood by merchandise mix ?
- What purpose does a revolving credit card serve ?
- What is understood by average inventory turnover ?
- What is understood by mark up ?
- What does RFID mean in retailing ?
- What is retail layout ?
- What is a category killer retailer ?

2. CASE STUDY :

10

Johny Carson, Inc., is a US based multibrand retailer in the discount format of retailing. It deals in numerous items from niddles to lawn mowers and garments to perfumes. It deals in kids wears to suits and swimsuits. Literally saying, Jony Carson deals in almost every consumer convenience goods and durables. Its discounting practices have been very well appreciated by the American consumers, and genuinely Johny gives run for their money to the leading well known multibrand retailers in the US.

P.T.O.



Encouraged by Indian government's recent equity participation scheme for multibrand retailers, the CEO of Johny Carson, Mr. Arnold Carson, instructs his global business expansion team to go to India and study the Indian retail industry, especially, the huge American retailers who have already entered into the Indian market. The team makes a detailed study and gives the report to Mr. Arnold Carson. The highlighting areas of the report delineated the facts that Johny Carson has a great future in Indian retailing scene. However, the market in India has to be properly communicated about the arrival of Johny Carson, Inc., and its merchandise mix along with its pricing strategies.

Mr. Arnold Carson is extremely encouraged by the report and decides to make quick foray into the Indian market. He immediately instructs his team to move over to India and use all strategies of retail communication mix to grab a quick and sizeable market in India. He further instructs them to hire an Indian expert in this project to guide them and show them proper way in this direction. The team picks you up to design a retail communication mix for them for their purpose. You will have to design the same for Johny Carson so that Johny Carson makes a successful entry into the Indian market. Now get set and go.

3. What is organized retailing, and how do you see the future of organized retailing in India ? Answer with example. 10
4. Explain Supply Chain Management in the context of retailing. Justify your answer with example. 10
5. How do you explain Retail Atmospherics ? What is its significance in retailing ? Elaborate your answer with example from your real life experience. 10
6. How significant is visual merchandising in retailing ? Justify your answer with example. 10
7. What is the role of consumer behavior in retailing ? How does decision process approach work in the purchase of a product from a retailer ? Explain with example. 10
8. How important is the role of branding in retailing ? Explain the different branding strategies used in retailing? Answer with examples. 10

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Total number of printed pages – 3

**MBA**  
**MBA 404 A**

## Fourth Semester Examination – 2012

### RETAIL MANAGEMENT

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.

*The figures in the right-hand margin indicate marks.*

1. Explain the following briefly : 2×10

- (a) Pedestrian traffic flow
- (b) Footfall
- (c) Width of assortment
- (d) Destination store
- (e) Plano gram
- (f) Gray market
- (g) Predatory pricing
- (h) Grid layout
- (i) Stock turns
- (j) Free standing location.

2. **Case study :**

The retailing success of Saravana stores in comparison with Shoppers' stop is considered one of the distinctive retail successes in modern times. Shoppers's



Total number of printed pages – 3      MBA(OLD)  
MPE2015

**Fifth Trimester Examination – 2010**

**RETAIL MANAGEMENT**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 which is compulsory  
and any **five** from the rest.*

*The figures in the right-hand margin  
indicate marks.*

1. Answer following questions / concepts briefly:  
2x10

- (a) Mark-up & mark-down pricing
- (b) Mom-and-pop stores
- (c) Category Killers
- (d) Vertical Marketing System
- (e) Wheel of Retailing Theory

P.T.O.



- (f) Psychographic segmentation
  - (g) GMROI as a measure of performance
  - (h) Depth and Breadth of assortment
  - (i) Visual merchandising
  - (j) Planogram
2. Define retailing and trace its origin. Critically evaluate the factors responsible for the changes of Indian retail industry. 10
3. Organisations use Channel Information System (CIS) to improve the execution of channel flow. But with the advent of information technology (IT) the distribution channels witnessed major changes in the ownership, financing, ordering, etc. Examine each of them in relation to the retailers. 10
4. Define franchising as a form of retail organization. Discuss its size and structural arrangements by highlighting the competitive advantages and limitations. 10

5. Critically analyse in what ways the knowledge of consumer behavior is essential for the success of retail strategies. Illustrate with suitable examples. 10
6. Why retail location is so important for success? From the retailer's perspective, compare the advantages of locating in an unplanned business district versus a planned business district. 10
7. Identify the strategic pricing approach adopted by the three independent retailers in central business district in a particular product category. Also list the differences in their respective strategies and drivers for the same. 10
8. Discuss the following legal and ethical issues in retailing: 5+5
  - (a) Focus on consumer
  - (b) Factors influencing ethical decision making process.

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MBA  
15MNG307A

3<sup>rd</sup> Semester Regular / Back Examination 2018-19

RETAIL MARKETING (RM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E579

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Short Answer Type Questions (Answer All-10)

(2 x 10)

- What is retail equity?
- Differentiate 'hyper market' from 'super market'?
- What is 'employee productivity' in the context of retail industry?
- What do you mean by 'feature areas'?
- What do you mean by 'customer pyramid'?
- What is GMROI?
- What do you mean by 'fixtures' in retail design?
- Can EDLP be possible for service retailing? Justify your answer keeping in view the Indian scenario.
- Give two examples of 'digital signage' of any organized retailer of your city?
- What do you mean by 'fixtures' in retail design?

Part-II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What is private level? Differentiate private level from manufacturer's brand with appropriate examples? Write the importance of private levels for the retail organizations?
- Deduce a relationship between 'predatory pricing' with 'competitiveness of retailer'? Cite appropriate examples with your answer.
- Compare & contrast the 'shopping centers' with 'power centers' with appropriate examples?
- State some critical human resources issues of retail organizations? How retail employees can be motivated?
- What is the importance of layout for the organized retailers? Explain various types of layouts with figures?
- 'Store loyalty' is more important in retailing than the 'brand loyalty' for any retailers. Why? Explain the buying process in the context of retailing?
- Explain various theories of retail development. Justify, which theory / theories is/are best suit for the online retailing in India?
- Explain, how supply chain management can be effective by collaborating the retailers with vendors?
- Explain different store-based retail formats dealing with general merchandise. Cite separate examples for every format?
- Write short-note on any one of the un-planned retail locations with the advantages & disadvantages?
- Write a short-note on 'space management' in the context of organized retailing?
- What is the importance of buying roles both in the organized un-organized retailing context? Explain various types of buying decisions with appropriate examples?



### Part-III

#### Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain the retail marketing-mix with appropriate examples? Which element of this marketing-mix need to be emphasized by the Indian retail chains to compete with multinational retail chains in India? (16)
- Q4** What do you mean by merchandise planning? Explain step-by-step procedure of merchandise planning keeping in view the Indian retailers in tier-II cities of India. (16)
- Q5** What are the objectives of pricing decisions of organized retailers? Explain various pricing strategies with appropriate examples? (16)
- Q6** How relationship marketing is different from transactional marketing? Explain the importance of relationship marketing of organized retailers in comparison to un-organized retailers? Can technology substitute the relationship marketing? Justify your answer with Indian cases. (16)

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MBA  
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3<sup>rd</sup> Semester Regular Examination 2017-18

Retail Marketing (RM)

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B694

Answer Question No.1 and 2 which are compulsory and any four from the rest.  
The figures in the right hand margin indicate marks.

**Q1**      **Fill in the blanks :**      **(2×10)**

- a) The variety stores of India are called ----- stores
- b) A store running in the name of a well known branded store is known as a-----
- c) A large organized store where people like to meet each other and spend time together is known as-----
- d) The escalators used in a store are part of the ----- of the store
- e) The exact place where the store is located is known as the----- of the store
- f) Post purchase contact with the customer is part of -----
- g) A family owned store, carrying varieties of FMCGs in the neighborhood is known as-----
- h) An organized store whose selling strategy is mark down is known as-----
- i) The peripheral trading zone is otherwise known as the ----- zone
- j) A downtown is ----- business district.

**Q2**      **Answer the following questions :**      **(2×10)**

- a) What is a signage?
- b) What is window-shopping?
- c) What is click-n-mortar retailing?
- d) What is understood by Footfall?
- e) What is RFID?
- f) What is understood by a departmental store?
- g) What is a freestanding location?
- h) What is a Grid layout?
- i) What is meant by private branding?
- j) What is retail equity?

**Q3**      a) What is the purpose of CRM in today's organized world of retailing? Exemplify your answer.      **(7.5)**

b) Analyze the role of CRM in the FMCG vs. FMCD markets.      **(7.5)**

**Q4**      a) How does a retailer select a location? What are the considerations?      **(7.5)**

b) What kind of a location is ideal for a street vendor of idly and dosa? Why?      **(7.5)**

**Q5**      a) How important is visual merchandising in retailing and why?      **(7.5)**

b) How would a retailer visually merchandise gold ornaments?      **(7.5)**

4

- Q6 a) HRM in retailing is a crucial factor in the success of it. What is your take on it? (7.5)  
b) How should one use instruments of HRM in a store like Pantaloon? (7.5)
- Q7 a) What role consumer behavior plays in retail buying situations? (7.5)  
b) Apply decision process approach in impulse buying in the retail store? (7.5)
- Q8 **Write short answer on any TWO:** (7.5x2)  
a) Store image management  
b) Retailing Ethics  
c) Store  
d) Formats



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**3<sup>rd</sup> Semester Regular Examination 2016-17**

**RETAIL MANAGEMENT**

**BRANCH: MBA**

**Time: 3 Hours**

**Max Marks: 100**

**Q.CODE: Y667**

**Q No 1 and 2 are compulsory and any four from the rest**

**The figures in the right hand margin indicate marks.**

**Question 1 and 2 carry 20 marks each. Rest of the questions carry 15 marks each**

**Part – A (Answer all the questions)**

**Q1** Answer the following questions: (2 x 10)

- a) Small specialty stores expanded to offer a range of categories are called \_\_\_\_\_
- b) Comparatively smaller stores usually owned by families offering convenience goods to a relatively smaller section of the society are known as \_\_\_\_\_
- c) Amazon.com is an example of \_\_\_\_\_
- d) The largest form of retail formats that create a shopping experience by offering outlets for variety of products and services are known as \_\_\_\_\_
- e) The way a retail outlet arranges the assortment of products in the store for visibility sake is known as \_\_\_\_\_
- f) The building or the part of building where the store is located is known as \_\_\_\_\_
- g) A store located in the area where no other store is located in the vicinity is known as a \_\_\_\_\_
- h) Downtown is an example of an \_\_\_\_\_ business district
- i) The geographic area from which the retail outlets/shopping centers draw 60% to 65% of its customers is known as \_\_\_\_\_ zone
- j) RFID is an example of \_\_\_\_\_ in Retailing

**Q2** Answer briefly the following: (2 x 10)

- a) What is the role of GPS in retailing?
- b) What do you understand by Retail Equity?
- c) What is understood by Brand Equity?
- d) What is a Convenience Store?
- e) Who is a Category Captain?
- f) What is Retail aesthetics?
- g) What is e-tailing?
- h) What do you understand by Retail Supply Chain?
- i) What is understood by Retail Branding?
- j) What kind of a store is Big Bazar?

**Part – B (Answer any four questions)**

**Q3** A multinational fast food chain is considering opening its retail outlet in a mid-size city (15)

in India. What should be its location and site selection considerations for the purpose? Critically analyze your considerations.

- Q4** India is a growing economy with all-round growth. What do you think would be the future of organized retailing in tier-III cities of the country? Will demonetization affect it? (15)
- Q5** "Retail is in Detail". Why is it said so? Justify your answer by probing in depth. (15)
- Q6** What is the role of store layout in retailing? Lay down the different store layouts with reasons for them being so. (15)
- Q7** "HR lapse can lead to Retail Collapse". Justify the statement by enumerating your answer and critically analyzing it. (15)
- Q8** Write notes on any THREE of the following (15)
- a) Retail Atmospherics
  - b) Retail Organizations
  - c) Selection of Promotion Mix in retailing
  - d) Relationship Marketing in Retailing

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MBA  
MGT 306A

**3<sup>RD</sup> SEMESTER REGULAR/ BACK Examination – 2015-16**

**Retail Management**

**BRANCH: MBA**

**Time: 3 Hours**

**Max marks: 70**

**Q.CODE:T696**

**Answer Question No.1 which is compulsory and any five from the rest.  
The figures in the right hand margin indicate marks.**

- Q1 Answer the following questions: (2 x 10)
- a) What is a Kirona store?
  - b) What is value-driven approach?
  - c) What is a leased department?
  - d) What is predatory pricing?
  - e) What is a signage?
  - f) What is vertical transportation?
  - g) What is an unplanned business district?
  - h) What is periodic market?
  - i) What is a free-standing location?
  - j) What is Brick-n-Mortar retailing?
- Q2 Rock-n-Rock is a huge organized retailer. It carries almost unfathomable assortment of goods. The goods virtually range from alpines to napkins, tissues to hosiery and maintenance kits to vacuum cleaners and lawn movers, books to cosmetics, furnishings to furniture and electronics to home entertainment system. The store virtually has not left out anything from the stock. (10)
- The goods are displayed absolutely and the layout of the store has been in copy book style.
- Assignment:**
- Use your knowledge in retailing and justify the statement "Retail is in Detail".
- Q3 What pricing strategies are used in retailing and why? Give your answer with justification. (10)
- Q4 What is understood by retail market mix? Answer with examples. (10)
- Q5 What are the considerations in retail location decisions? Answer elaborately with justification. (10)



Q6 Explain the retail supply chain. Give an example of a real life retailer with regard to retail supply chain. (10)

Q7 Discuss the different kind of retailers you have studied. What are their strategies and why? Give analytical answer. (10)

Q8 Write notes on any Two. (10)

The correlation between two shares is +1.0. Determine the expected risk and return on the following combination of these two shares:

- (a) Retail consumer behavior.
- (b) Visual merchandising.
- (c) Managing retails brands.

Registration No. :

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Total number of printed pages – 2

MBA  
MGT 306A

**Third Semester Regular Examination – 2014**

**RETAIL MANAGEMENT (RM)**

**BRANCH : MBAR**

**QUESTION CODE : H 432**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 which is compulsory and any **five** from the rest.  
The figures in the right-hand margin indicate marks.*

2 × 10

1. Answer the following questions :

- (a) What is a Destination Store ?
- (b) What is a Leased Department ?
- (c) What is Vertical Retail Concept ?
- (d) What is understood by Value Driven Approach ?
- (e) What do you understand by Retail Equity ?
- (f) What is understood by Free-Standing Location ?
- (g) What does Periodic Market mean ?
- (h) What is RFID ?
- (i) What is Predatory Pricing ?
- (j) What is Marquee ?

10

2. **Case :**

Bombay Selection, a leading retail store in Indian women's ethnic-wear in Delhi, preferred to locate all its stores in the specialized retail centers in the National Capital Region (NCR). For example, their first store was located in Karol Bagh - the leading central business district center known for apparel trade, especially for women. They chose to locate their second outlet in Delhi at Rajouri Garden,

P.T.O.

another unplanned center known for ethnic wear. Their latest store has come up in metropolitan mall, a planned shopping center positioned as a women-centric shopping destination.

Now Bombay Selection has eyed its expansion venture to Bhubaneswar for the city's fast growth rate and fashion conscious women population.

**Assignment :**

You have been chosen by Bombay Selection to make a project for the selection of site and location of their store in Bhubaneswar. However, they want you to justify why you have selected the location and site and rejected the others if any.

- 3 Lay down the role of Atmospherics in Retail Strategy with example. 10
- 4 What is understood by Retail Branding ? How can Retail Brands be managed ? Exemplify your answer. 10
- 5 Delineate the different Retail Theories you have studied and analyze them thoroughly. 10
- 6 Design a retail supply chain for FMCGs with specific reference to dental care products. 10
- 7 What are the different kinds of retail layouts practiced in organized retailing ? Lay them down with examples from different stores you have seen. 10
- 8, Write notes on any two of the following : 5 × 2
  - (a) HRM practices in retailing
  - (b) Retail Consumer Behavior
  - (c) Merchandise Planning.