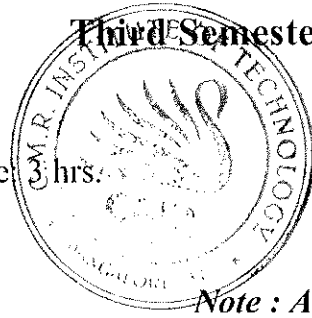


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14MBAMM302



Third Semester MBA Degree Examination, June/July 2016
Retail Management

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define Retailing. (03 Marks)
- 2 What are the assumptions of conflict theory of retailing? (03 Marks)
- 3 Define retail strategy. (03 Marks)
- 4 What is Merchandise management? (03 Marks)
- 5 What is inventory shrinkage in retailing? (03 Marks)
- 6 What is price discrimination in retailing? (03 Marks)
- 7 What is CRM in retailing? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the functions of retailing? (07 Marks)
- 2 Briefly explain the components of retail mix. (07 Marks)
- 3 Briefly explain the "wheel of retailing theory". (07 Marks)
- 4 State the measures for detecting and preventing shoplifting. (07 Marks)
- 5 What are the factors influencing retail price? (07 Marks)
- 6 Briefly state opportunities for retailing in online. (07 Marks)
- 7 What is a shopping mall? State its advantages and disadvantages. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Briefly explain the types of retail location available. (10 Marks)
- 2 Explain: i) Central place theory of retailing; ii) Accordion theory. (10 Marks)
- 3 Briefly explain the types of retail formats for general merchandise. (10 Marks)
- 4 Briefly explain retail pricing strategies. (10 Marks)

- 5 What is store layout? Explain the types of store layout. (10 Marks)
- 6 Define visual merchandising. Briefly explain the presentation techniques. (10 Marks)
- 7 How does Indian retail differ from global retailing? (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

“TESCO – HOME PLUS”

In August 2011, Tesco Home Plus in South Korea introduced the worlds first virtual store in seonreung subway station, is down town Seoul. The walls of the subway station come to life with virtual displays of over 500 of the most popular products with bar codes which passers by can scan using the Home plus app on Smartphones and get it delivered to their homes. The beauty of the innovative idea is giving busy connection the opportunity to do their grocery shopping “on the go” South Koreans are known to be the Hardest workers in the world with working hours stretching upto 16-18 hours of day and hence they have very less time for themselves and shopping. While waiting for their transport, commuters can buy their groceries, by scanning the bar code or GR displayed to each product, if the orders were placed before 1pm they would be delivered the same evening to wherever they are. In fact same Tesco Home plus has expanded its award winning virtual stores to more than 20 bus stops in South Korea.

Questions:

- a. What are the reasons for success of Homeplus in South Korea? (05 Marks)
- b. If similar formats were introduced in India, will it work? (05 Marks)
- c. What is the importance of technology in today’s retail business with reference to above case? (05 Marks)
- d. What are the draw backs of the Home plus retail format? (05 Marks)

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