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14MBAMM302

**Third Semester MBA Degree Examination, Dec.2016/Jan.2017**  
**Retail Management**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

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

- 1 Explain Retailing and Retailer. (03 Marks)
- 2 What is Merchandise Management? (03 Marks)
- 3 List the types of Retail formats. (03 Marks)
- 4 What are the types of retail store locations? (03 Marks)
- 5 What is Relationship Marketing? (03 Marks)
- 6 What are the principles of store design? (03 Marks)
- 7 Define Retail Audit. (03 Marks)

**SECTION - B**

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

- 1 Bring out the difference between relationship and transactional marketing. (07 Marks)
- 2 Explain the steps involved in choosing a retail site location. (07 Marks)
- 3 Explain briefly the challenges faced by retailers. (07 Marks)
- 4 Describe the retail pricing strategies. (07 Marks)
- 5 Bring out the importance of visual merchandising in retail sector. (07 Marks)
- 6 Describe the aspects of ethical issues in retailing. (07 Marks)
- 7 Explain in brief, the international retail environment. (07 Marks)

**SECTION - C**

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

- 1 Explain briefly the reasons for the growth of organized retail in India. (10 Marks)
- 2 Bring out the role of customer relationship management and its relevance in the retail context. (10 Marks)
- 3 Describe the theories of retailing in detail. (10 Marks)
- 4 Bring out the factors influencing retail pricing. (10 Marks)

- 5 Explain the importance of research in retailing. (10 Marks)
- 6 Explain the factors affecting retail layout design and retail layout patterns. (10 Marks)
- 7 Describe the dimensions of retail market segmentation with examples. (10 Marks)

**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

In search of new ways to woo shoppers, the nation's super markets have become a marketing test ground. The industry is still struggling to fight new competition and demographic changes that have been building for years. Baby boomers, one of the largest and most affluent group of shoppers have aged and now eat out frequently and shop on the run. The evidence of their lifestyle is ubiquitous: Convenience stores and pharmacies now carry an array of grocers and purveyors of prepared foods are flourishing.

The liberal spending by baby boomers has helped food sales to soar. But super market shopping sprees have not weighed heavily in the increase. But over the period, spending on food to be consumed at home purchased mainly from supermarkets.

In addition, the increased competition from the discounters super centres has forced at least a hundred weaker super markets a year to shut down. And in an attempt to be as attentive to customer needs as the corner grocers of the past, supermarkets are stocking twice as many products as they did a decade ago, further increasing their costs. Many have added conveniences like in-store restaurants, banks and pharmacies with hot prepared foods. They are using computer scanners to track individual purchases and to improve their marketing some are holding events like sampling extravaganzas to make shopping more exciting.

Service, value convenience and quality, rather than price are the carrots that lure time praised shoppers today. "Retailers are moving away from features sales" said the president of an advertising agency that specializes in the food industry. No longer do you pile it high and sell it cheap.

**Questions :**

1. What kind of marketing strategies can the new retailers adopt to manage competition? (05 Marks)
2. What are the infrastructure facilities needed to start a retail outlet? (05 Marks)
3. "Children are the main influencing factor to visit a retail outlet". Explain. (05 Marks)
4. "Price is an unmatching factor for a rural customer in the organized retail outlet". Is it? Explain. (05 Marks)

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