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16MBAMM302

**Third Semester MBA Degree Examination, June/July 2018**  
**Retail Management**

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.**  
**2. Question No. 8 is compulsory.**

- 1 a. State different characteristic of Retailing. (02 Marks)  
b. Explain different types of multi – channel retailing. (06 Marks)  
c. Explain factors influencing customer buying behaviour. (08 Marks)
- 2 a. State the trends in retailing. (02 Marks)  
b. Explain Wheel of retailing. (06 Marks)  
c. Explain Conflict theory. (08 Marks)
- 3 a. What are the location strategy in retail? (02 Marks)  
b. Explain Retail promotion strategies. (06 Marks)  
c. Explain strategic retail planning process. (08 Marks)
- 4 a. State various factors affecting modern store management. (02 Marks)  
b. Explain Visual merchandising techniques. (06 Marks)  
c. Explain different types of store layouts. (08 Marks)
- 5 a. Mention the trends in retail research. (02 Marks)  
b. What are the motives of International retailing? (06 Marks)  
c. Explain Management relationship planning in retailing. (08 Marks)
- 6 a. Mention the types of retail audit. (02 Marks)  
b. What are the steps involved in retail audit? (06 Marks)  
c. Explain the need for consumerism in retailing. (08 Marks)
- 7 a. State the types of retail formats. (02 Marks)  
b. Explain factors influencing retail pricing. (06 Marks)  
c. Explain the issues involved in International retailing. (08 Marks)
- 8 **CASE STUDY (Compulsory)**:

ABC is one of the retail outlet in India. It has a outlet of around 5000 sq. feet, providing wide varieties of products right from accessories, furnitures , books , cosmetics , garments , groceries , etc. 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 percent of the base contributing over 70 percent of the revenues of ABC. It was struggling to fight competition and demographic changes.

There was increased competition from discounters , supermarkets. The company had the data of loyalty card holders. It decided that , if they could understand the individuals time of purchasing, what they purchase , why are they purchasing , then 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 intum help in increasing their market share.

**Questions :**

- a. Which type of store layout pattern has to be adopted by ABC and why? (04 Marks)
- b. What elements do you suggest in store designing? (04 Marks)
- c. How can you attract customers to shop in retail outlets? (04 Marks)
- d. Which are the competitive strategies that could be adopted by ABC? (04 Marks)

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