CBCS SCHEME

USN

Third Semester MBA Degree Examination, Aug./Sept.2020
Retail Management

Time: 3 hrs.   Max. Marks:100

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

1	a.	What is Retail Management?	(03 Marks)
	b.	What are the factors that affect the retail pricing strategies?	(07 Marks)
	c.	Explain the various types of Retail formats.	(10 Marks)
2	a.	What is Merchandise Management?	(03 Marks)
	b.	Explain wheel of retailing.	(07 Marks)
	c.	Explain the stages in Buying decision process and its implication on Retailing.	(10 Marks)
3	a.	What is Retail Audit?	(03 Marks)
	b.	Explain the duties and responsibilities of Store Manager.	(07 Marks)
	c.	What are the factors influencing location of Store? Explain.	(10 Marks)
4	a.	What is Relationship Marketing?	(03 Marks)
	b.	Explain Retail Promotion Strategies.	(07 Marks)
	c.	Explain different types of store layouts.	(10 Marks)
5	a.	What is the meaning of Assortment?	(03 Marks)
	b.	What are the motives of International retailing? Explain.	(07 Marks)
	c.	What are the steps of Merchandise Buying process? Explain.	(10 Marks)
6	a.	State different characteristic of Retailing.	(03 Marks)
	b.	What are the major reason for the growth of organized retail in India? Explain.	(07 Marks)
	c.	Explain the functions of Retailing.	(10 Marks)
7	a.	Mention the objectives of good store design.	(03 Marks)
	b.	Explain criteria for choosing a location for a retail outlet.	(07 Marks)
	c.	Explain the steps involved in Developing Retail Strategy.	(10 Marks)

8 **CASE STUDY (Compulsory) :**

Shoppers stop global retailers in India was founded in 1991. K. Roheja group of real estate company was a founder of shopper stop. When it began it was single store. Today it is retail chain 58 store and 20 cities offering men's wear, woman's wear, children wear, home product's accessories, cosmetic perfume and Jewellery.

Shoppers stop is a pioneers of organized retail in India, is the largest department store chain. With large assortment of leading National and International Brands. The store is popularly acclaimed by its customers which is achieved due to experienced professionals, supported by World Class system and practices Shoppers stop further believe in providing customer priority which is why the loyalty programme of their has more than million satisfied customers and it contributes to 75% of the sales. First citizen loyalty programme is the most successful Objective of this programme is to ensure customer delite and customer satisfaction. The first citizen programme customer group analysis show that members retain to this programme due to the following benefits.
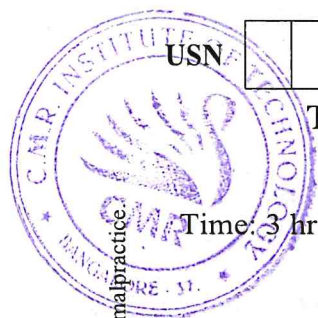
- Reward points can be redeemed for wide variety of merchandize.
- Exclusive schemes benefit promotions invitation to exclusive event.
- Exclusive First citizen lounge service for relaxation. Special Preview for sale.
- First citizen updated through unique service SMS phone.

Shoppers stop is associated with Citi Bank to provide programme which help to manage account. They can also opt for financial service EMI option. This loyalty programme was most successful in the Industry.

Questions :

a. Retail format of Shoppers stop is department store, explain how successful is this formats.
(10 Marks)
b. Loyalty programme of Shoppers stop is successful, explain how programme is designed.
(10 Marks)

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