

CBCS SCHEME

18MBAMM302



Third Semester MBA Degree Examination, Dec.2019/Jan.2020 Retail Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- 1 a. Explain Retail Management. (03 Marks)
b. Discuss the functions of retail management. (07 Marks)
c. Explain the different pricing strategies adopted by retailers. (10 Marks)
- 2 a. Comprehend the meaning of planogram. (03 Marks)
b. Explain types of retail formats in detail. (07 Marks)
c. Discuss the stages in consumer buying process. (10 Marks)
- 3 a. Define Retail Audit. (03 Marks)
b. Assess different types of retail locations. (07 Marks)
c. Explain the strategic retail planning process. (10 Marks)
- 4 a. Differentiate between relationship marketing and transactional marketing. (03 Marks)
b. Explain various merchandise presentation techniques. (07 Marks)
c. Analyze the evolution of Retailing in India. (10 Marks)
- 5 a. Compare organized and unorganized Retailing. (03 Marks)
b. Discuss the responsibilities of a Store Manager. (07 Marks)
c. Explain international retail environment in current scenario. (10 Marks)
- 6 a. Classify multichannel retailing. (03 Marks)
b. Discuss the objectives of advertising in retail promotion. (07 Marks)
c. Explain theories of retailing in detail. (10 Marks)
- 7 a. Appraise 'Push and Pull factors' in international retailing. (03 Marks)
b. Explain store design objectives and various types of store layout. (07 Marks)
c. Explain the process of retail research. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY :

BHART PETROLEUM : Making a difference through innovative retailing.

Bharat Petroleum's efforts have all along been to build a profound understanding of customer needs and relentlessly work towards fulfilling these needs. Bharat petroleum is consciously working towards providing added value to customers, both in fuel and non-fuel areas. Bharat Petroleum's efforts began with remodeling and upgrading retail outlets to world-class standards back in 1996. Retail outlets have been equipped with state-of-the-art modern infrastructure including the multi-product dispensers to pre-set price and quantity of fuel and electronic air-Gauges, facilitating precise inflation of tyres. Attractive canopies are suitably designed to provide shelter and adequate lighting of the forecourt at most retail outlets. On the nonfuel front, Bharat Petroleum has introduced the Errand Mall concept successfully at select markets. Called the 'In and out'. These malls offer the customer a broad range of facilities and brands to choose from ATM's cybercafé, Courier services, laundry, photo studio, music, fast food, greeting cards, bill payments, movies/entertainment tickets, etc have made Bharat Petroleum's retail outlet a happening place and indeed a rewarding experience for motorists.

Bharat Petroleum has also pioneered the concept of convenience stores at select petrol pumps that operate under the name 'Bazaar'. These Bazaar's provides a wide range of convenience items and fast food to customers in a clean, air – conditioned and friendly environment.

Questions :

- a. Evaluate the retail format of Bharat petroleum. (05 Marks)
- b. Discuss the business strategy followed by Bharat Petroleum as compared to other similar business. (05 Marks)
- c. Identify the factors which have re-defined the retail format for Bharat Petroleum. (05 Marks)
- d. Discuss the drivers for the emergence of the organized retailing and new retail formats in retail industry. (05 Marks)

* * * * *