

**SCHEME OF EVALUATION**  
**Internal Assessment Test 2– Mar 2023**

**Sub:** Sales & Retail Management

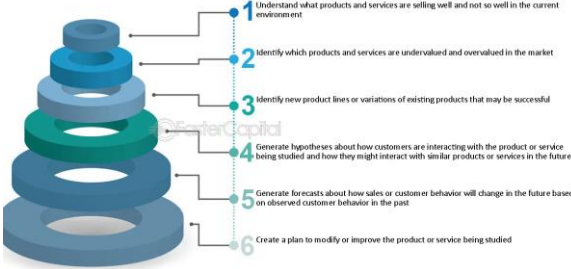
**Code:**  

Date: 25/1/24 Duration: 90mins Max Marks: 50 **Sem:** III

**Branch:** MBA

**Note:** Part A - Answer Any Two Full Questions (20\*02=40 Marks)

Part B - Compulsory (01\*10= 10marks)

Part	Question #	Description	Marks Distribution	Max Marks
<b>A</b>	1	a) What is Omni channel retailing. Omnichannel retail is a strategy in which retailers engage customers through multiple digital and physical touchpoints. As customers move across these channels, applications and data move with them. This creates a consistent, on-brand experience from start to finish.	Definition 3	20 M
		b) Describe the factors to be considered for effective space planning. Traffic Flow. Traffic flow plays a major role in a retail store layout. Lighting. Good lighting is paramount in a well-designed retail store layout. Display Space. Strong Displays. Store Design. Checkout Area. Shelf and Rack Design	3.5 M points +3.5 M for explanation	
		c) Outline the evaluating steps of retail market research. 	5 M points + 5 M for explanation 10	
2	a) What is collaborative relationship in retailing? Collaborative relationships, on the other hand, involve joint promotions and co-marketing efforts. In this type of relationship, businesses and retailers work together to drive important consumer	Explain any three points 3	20 M	

		insights.			
	b)	<p>Discuss the characteristics of retailing.</p> <ul style="list-style-type: none"> <li>• Direct contact with the customer</li> <li>• Marketing orientation</li> <li>• Point-of-purchase Display and Promotions</li> <li>• Relationship with the customers</li> <li>• Multi-channel retailing</li> <li>• Lower Average Amount of Sales Transaction</li> <li>• Larger Number of Retail Business Units</li> <li>• Stock small quantities of goods</li> <li>• Starting with a unique proposition</li> <li>• Innovative methods of thinking and planning</li> <li>• Constant evolution</li> <li>• Stock goods of different brands</li> <li>• Creating and projecting a unique culture</li> <li>• Right environment</li> <li>• Customers' contact with the company</li> <li>• Have a limited shelf space</li> <li>• Scaling</li> <li>• Sells the goods at maximum prices</li> <li>• Unique characteristics of a retailer</li> <li>• Having a clear vision</li> <li>• Delivering emotional and self-expressive benefits</li> <li>• Direct interaction with customers</li> </ul>	Any seven points and its explanation	7	
	c)	<p>Outline the retail financial strategy for a chain of grocery stores.</p> <ul style="list-style-type: none"> <li>✓ Generate the pending money from customers at the earliest</li> <li>✓ Pay store bills at the last possible minute.</li> <li>✓ Use a single bank account for the store's inflows and outflows.</li> <li>✓ Speed up customer orders and deliveries</li> <li>✓ Send invoices and statements on the same day of delivery.</li> <li>✓ Mention the last day of payments on the invoice, and if not paid on time, charge a penalty for late fees.</li> <li>✓ Deposit bank cheques and cross drafts on the same day as received. Do not delay, as that might cause you to lose interest.</li> <li>✓ Do not offer credit to any customer without ensuring financial soundness on their end.</li> <li>✓ Avoid offering generous discount schemes.</li> <li>✓ Most importantly, get a monthly or fortnightly bank analysis report from your bank. It contains the ledger and the available balance. Your financial team can use this report for evaluation.</li> </ul>	Min ten benefits to be mentioned and explained	10	
3	a)	Recall the bottom-up space management approach.	Definition	3	20 M

		<p>•A <b>bottom-up space management approach</b> begins planning at the individual product level and proceeds to the category, total store, and overall company levels.</p>			
		<p>b) Describe the motives of international retailing.</p> <ol style="list-style-type: none"> <li>1. Inadvertent internationalization,</li> <li>2. Non-commercial motives,</li> <li>3. Commercial objectives,</li> <li>4. Government regulations,</li> <li>5. Capitalizing on existing or potential sales opportunities.</li> </ol>	Chart 2 M+ explanation 5 M	7	
		<p>c) With the help of the diagram, discuss the multichannel retailing practice of the renowned retail chain of stores.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>Brick-And-Mortar Store</b> Physical store where customers can visit and end up buying something.</p> </div> <div style="text-align: center;"> <p><b>E-Store</b> Online website where you can buy goods or services from a seller over the Internet using a web browser or a mobile app.</p> </div> </div> <div style="display: flex; justify-content: center; align-items: center; margin: 10px 0;"> </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>Social Media</b> Social media platforms like Facebook, LinkedIn, and Twitter.</p> </div> <div style="text-align: center;"> <p><b>Online Marketplaces</b> Virtual shopping center that connect buyers and shoppers internationally.</p> </div> </div>	Any 5 types and its explanation	10	
<b>B</b>	4	<p>a)</p> <ol style="list-style-type: none"> <li>1 Understand what products and services are selling well and not so well in the current environment</li> <li>2 Identify which products and services are undervalued and overvalued in the market</li> <li>3 Identify new product lines or variations of existing products that may be successful</li> <li>4 Generate hypotheses about how customers are interacting with the product or service being studied and how they might interact with similar products or services in the future</li> <li>5 Generate forecasts about how sales or customer behavior will change in the future based on observed customer behavior in the past</li> <li>6 Create a plan to modify or improve the product or service being studied</li> </ol> <p>Above points supposed to be explained with reference to chosen store.</p>	Mention at least 5 points and its explanation 5M+5M	10	10 M