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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/Back Examination: 2023-24

SUBJECT: Retail Management

BRANCH(S): BA,FM,FM&HRM,GM,HRM,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM

Time: 3 Hour

Max Marks: 100

Q.Code: P323

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) List out two reasons behind the growth of retailing in India.
- b) Define vertical integration in retail distribution.
- c) Discuss an innovative retailing practice in India.
- d) What is the role of the "co-operative society retail unit"?
- e) Write the relevance of an isolated retail store.
- f) Why a buffer stock is essential?
- g) What do you understand by loop-type store layout?
- h) Define brand management.
- i) Can GMROI be used to calculate the profitability of a retail organization?
- j) Explain loss leader pricing strategy.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Discuss several challenges associated with unorganized retailing. How can organized retailing help to address such challenges?
- b) What are various non-store-based retail strategies? Give a practical example.
- c) Explain various factors affecting the retail location decision.
- d) Differentiate between staple and fashion merchandise.
- e) Discuss how brand segmentation is helpful for brand positioning.
- f) Is brand extension necessary? Differentiate brand extension and line extension.
- g) Examine various factors associated with the retail communication mix.
- h) List out various objectives of retail sales promotion. Formulate a sales promotion strategy for a product having high competitiveness in the market?
- i) What is the importance of visual merchandising in the context of retail aesthetics?
- j) Elaborate on three modern retail trends that revolutionized the retail industry.

- k) Discuss the key stages involved in the movement of retail products through various distribution channels.
- l) How can retailers optimize the assortment of goods to meet diverse consumer needs?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** a) Explore the evolving role of digital platforms in shaping retail experiences and consumer interactions in today's marketplace. (8)
- b) How do non-store-based retail formats influence consumer shopping preferences as compared to traditional brick-and-mortar shops? Explain by taking an example of an online retail brand. (8)
- Q4** How does the retail marketing mix impact consumer behavior and purchasing decisions? Discuss the key elements of the retail marketing mix and their significance by taking an example of a leading retail organization. (16)
- Q5** How are pricing strategies responsible for running a successful retail business? Discuss various types of pricing strategies that are appropriate for planned business districts. (16)
- Q6** a) What are various branding strategies in retail? How does it help a retail brand to create emotional connections with its consumers? (8)
- b) What are the key benefits of brand equity? Elaborate the consequences of positive and negative brand equity. (8)