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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA401A

4th Semester Regular/ Back Examination: 2022-23

SUBJECT: Retail Management

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

Time: 3 Hours

Max Marks: 100

Q.Code: M559

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) What do you mean by store design?
- b) Write two important aspects of pricing in retailing.
- c) Define the term multi-channel retailing.
- d) What do you mean by chain store?
- e) Define the term store layout.
- f) What is a convenience store?
- g) What is GMROI?
- h) What is licensing?
- i) Define the term distribution centres.
- j) What is retail promotion mix?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the concept of the retail mix and its components.
- b) What is visual merchandising, and how does it impact customer experience?
- c) Discuss the differences between organised and unorganised retailing.
- d) Define retail management and explain its importance in the current business environments.
- e) Describe the advantage of E-retailing over store-based retailing.
- f) What are the factors that a retailer needs to take into account while designing a store?
- g) What are the factors that influence retail consumer behaviour?
- h) Explain the concept of the retail strategic planning process in detail.
- i) Explain the concept of atmospherics in retail. Discuss the components of retail store atmospherics.
- j) Discuss the role of technology in enhancing the in-store shopping experience.
- k) Explain the concept of the retail marketing mix (4Ps) and how it differs from the traditional marketing mix.
- l) Describe the steps involved in developing a retail business plan.

Part-III

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

- Q3** a) Analyse and state in detail the factors that are considered in finalising a proper store location. **(8x2)**
b) What do you understand by the term retailer? Explain the duties and responsibilities of a retail store manager in today's competitive era.
- Q4** a) Why the use of visual merchandising is increasing day by day? Explain the objective and different elements that make up effective visual Merchandising. **(8x2)**
b) Discuss the role of branding in retail and how it influences customer purchasing decisions?
- Q5** a) What are the types of buying decisions in retail marketing? Illustrate with suitable examples. **(8x2)**
b) What do you mean by retailing? Explain the store and non-store-based retailers with suitable examples.
- Q6** a) How do retailers determine the optimal pricing strategy for their products? Discuss different pricing strategies retailers can employ. **(8x2)**
b) What are the challenges and opportunities associated with international retail expansion?