

Subject Code: MB1332/R13

M B A - III Semester Regular Examinations, Jan/Feb - 2015

RETAIL MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. "The organized formats in the Indian retail market have been increasing over the last – decade." what are the emerging trends in organized retailing and its importance in Indian economy?
2. "The proper use of strategic planning provides strategic advantage to retailers" What are the various steps which are covered under the process of strategic retail planning?
3. "Extensive analysis is required for assessment of retail location." what are the various steps involved in choosing store location and the issues in selecting retail location?
4. "Inventory management is a process that should integrate many functions". Mention about the benefits of inventory management?
5. "A store layout displays the overall image of the store." explain about the importance of store layout?
6. Briefly write about the objectives and strategies of pricing in retail?
7. What are the various steps involved in the process of category management?

8. Case Study:

The cola wars had become a part of global folklore something all of us took for granted. However, for the companies involved, it was a matter of 'fight or succumb.' Both print and electronic media served as battlefields, with the most bitter of the cola wars often seen in form of the comparative advertisements.

In the early 1970s, the US soft-drinks market was on the verge of maturity, and as the major players, Coke and Pepsi offered products that 'looked the same and tasted the same,' substantial market share growth seemed unlikely. However, Coke and Pepsi kept rejuvenating the market through product modifications and pricing/promotion/distribution tactics. As the competition was intense, the companies had to frequently implement strategic changes in order to gain competitive advantage. The only way to do this, apart from introducing cosmetic product innovations, was to fight it out in the marketplace. This modus operandi was followed in the Indian markets as well with Coke and Pepsi resorting to more innovative tactics to generate consumer interest.



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In essence, the companies were trying to increase the whole market pie, as the market-shares war seemed to get nowhere. This was because both the companies came out with contradictory market share figures as per surveys conducted by their respective agencies - ORG (Coke) and IMRB (Pepsi). For instance, in August 2000, Pepsi claimed to have increased its market share for the first five months of calendar year 2000 to 49% from 47.3%, while Coke claimed to have increased its share in the market to 57%, in the same period, from 55%.

Media reports claimed that the rivalry between Coke and Pepsi had ceased to generate sustained public interest, as it used to in the initial years of the cola brawls worldwide. They added that it was all just a lot of noise to hard sell a product that had no inherent merit

Questions;

- a) Discuss how to generate consumer interest.
- b) How to create competence advertisement in external market.

