

**Code No: MB1332/R13**

**MBA III Semester Supplementary Examinations, Nov-2017**

**RETAIL MANAGEMENT**

**Time: 3 Hours**

**Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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1. a Explain the recent developments of retail marketing in India. 6M  
b Explain the special characteristics of services retailing in brief. 6M
2. a What is target market? And explain its salient features. 6M  
b Explain the strategic retail planning process. 6M
3. What are the factors which play a significant role in the location choice of a particular store in a particular city? 12M
4. a Explain the characteristics of visual merchandise management. 6M  
b What are the four important quality standards used as a tools to control retail inventory? 6M
5. a Explain the factors influencing retail shopper behavior. 6M  
b Explain the significance of branding in retail management. 6M
6. a What are the different types of pricing in retailing in India? 6M  
b Explain the importance of retail management information system. 6M
7. a Explain the salient features of strategic profit model. 6M  
b What is brand? And explain its significance in retail management. 6M



8. Mr.Kamesh, a middle aged graduate business man owns and runs a 12M 50 years old gift items emporium which he had inherited from his late father about a decade back. This emporium is the oldest shop located in one of the busiest and highly commercial markets of South Delhi, which is surrounded by a series of modern retail shops each of them offering a variety and specialized merchandise from mobile accessories to premium brand of apparels and other services to the customers.

The emporium as mentioned earlier is the oldest outlet yet strategically located in the market place and stocks reasonably good merchandise. However, the outlet is very old and has a traditional look without any changes since its inception. Since the last couple of years Mr.Kamesh, was keenly observing and realized that despite being the oldest shop offering a wide range of merchandise at value for money prices and with a reasonably loyal clientele found that the business was slowing down consistently signaling the onset of poor demand and thereby affecting the sales and profits.

Disheartened by the current state of the business Mr.Kamesh was trying to identify and figure out the reasons for its poor performance and is all set to improve the foot falls in the near future if he gets the right guidance and direction to turn around.

Questions:

- a) What kind of alternative strategies would you recommend to be undertaken to make the emporium more attractive for the shoppers?
- b) Elaborate on the key atmospheric components that Mr.Kamesh should focus upon.

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