

Code No: MB163A/R16

MBA III Semester Supplementary Examinations, March-2022

RETAIL MANAGEMENT

Time: 3 Hours

Max. Marks: 60

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

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| 1. a | What is retail? Explain the types and functions of retailers. | 6M |
| b | Discuss the Government's policy implications on the retail sector in India. | 6M |
| 2. a | What is the target market? | 3M |
| b | Choose a successful Indian company of your choice which has got a phenomenal reach in retail markets and explain its retailing strategies adopted in India. | 9M |
| 3. a | Explain in detail about types of retail locations. | 6M |
| b | Discuss the steps involved in choosing a retail location. | 6M |
| 4. a | How important is Inventory Management for retailing? Explain with suitable examples. | 6M |
| b | What are the different types of inventory control techniques used in retailing? | 6M |
| 5. a | Explain in detail the External Atmospherics which would influence the retail customers? | 6M |
| b | Define Retail Advertising. Explain the mode of usage of advertising and promotions in retail marketing. | 6M |
| 6. a | Describe the issues influencing global retailers and the methods to overcome them. | 6M |
| b | How would you summarize the steps to be followed for building a retail store image? | 6M |
| 7. a | Describe the various factors to be considered for positioning a retail shop and improving it in a better manner. | 6M |
| b | Discuss in brief the types of Retail Store Brands. | 6M |

8. **Case Study**

12M

The retail industry is chaotic as it faces new and complex challenges. The retail sector is changing, and merchants must address some of the most pressing concerns while improving their agility.

As the Covid-19 wreaked havoc on businesses large and small, new retail difficulties arose out of nowhere. The epidemic wreaked havoc on the sector, from in-store operations to supply chain to consumer engagements. Although a new market order has been in place for more than a year, the retail industry is still experiencing customer engagement and sales turbulence.

Newmarket realities have created many obstacles for shops seeking to maintain market presence and competitiveness. Reduced footfalls, multi-channel buying experiences, poor retail activations, untrained promoters, and the lack of virtual solutions are just a few of the difficulties retailers are dealing with today. Retailers are attempting to establish a secure shopping environment while also dealing with the fickle nature of today's customers. The covid-19 pandemic pushed most of the current issues upon merchants a year ago, but there is no going back. Retailers must evaluate all possibilities and arrange their operations accordingly.

Questions:

- i. Analyze the case from the retailer and consumer point of view.
- ii. What kind of suggestions do you offer to the retailers to improve the current situation?
