

**Code No: MB163A/R16**

**MBA III Semester Regular/Supplementary Examinations, Nov/Dec-2019**

**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 | What is Retailing? Discuss the special characteristics of retailing.                    | 7M  |
| b    | Explain the legal restrictions for Retailing in India.                                  | 5M  |
| 2. a | What are Retail Formats? Discuss different types of Retail Formats.                     | 6M  |
| b    | Discuss how to build sustainable competitive advantage in Retailing.                    | 6M  |
| 3. a | Discuss Strategic Profit `model.  | 6M  |
| b    | Explain how do you measure Store Marketing Performance.                                 | 6M  |
| 4. a | Discuss the process involved in Store operations.                                       | 6M  |
| b    | Explain measures to reduce inventory in Stores.   | 6M  |
| 5. a | What are the sales promotional strategies used in Retail Sector? Explain.               | 6M  |
| b    | Discuss the role of International Retailing in the current Business Scenario.           | 6M  |
| 6. a | Explain the importance of Customer Service in Retailing.                                | 6M  |
| b    | What is Multi channel Retailing? Write about the importance of Multi channel Retailing. | 6M  |
| 7. a | Discuss the need for maintaining proper store atmosphere.                               | 6M  |
| b    | Mention the different pricing strategies used in Retail Sector?                         | 6M  |
| 8.   | <b>CASE STUDY</b>   | 12M |
- It is one of the leading multiplex chains in India with 101 screens under operation in 14 cities at present. PVR has been successful in building a lifestyle entertainment brand because on its focus on customer service and quality of customer experience. The company has been able to establish itself as one of the premier entertainment destinations which has resulted in the highest occupancies, footfalls and spend per head as compared to all of the other multiplex operators. It attracted 18 million patrons with an occupancy ratio of 41% in FY08, both the highest numbers among all the multiplex players. Today it contributes 10% plus to the total domestic box office collections in the country showing a clear dominance.
1. Discuss the future retail Challenges for PVR in the light of current competitive business scenario?

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