

Code No: MB163A/R16

MBA III Semester Regular Examinations, Nov-2017

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 | Examine the challenges and opportunities prevailing in global retailing. | 6M |
| b | Explain the social and economic impact of retail development in India. | 6M |
| 2. a | List out the different modern retail formats and discuss any two of them. | 6M |
| b | What is retail strategy? And explain the strategic retail planning process. | 6M |
| 3. a | What is location? And explain the different location opportunities. | 6M |
| b | Discuss the various methods of monitoring performance of retail operations. | 6M |
| 4. | Explain the various merchandise presentation techniques adopted by Indian retailing stores. | 12M |
| 5. a | What are the different types of pricing in retailing in India? | 6M |
| b | Explain the components of the CRM Strategy programs in Retailing industry. | 6M |
| 6. a | Explain the promotional strategies in retail industry. | 6M |
| b | What is brand? And explain its significance in retail management. | 6M |
| 7. | Discuss the role of MNC's in organized retail formats. | 12M |



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8. An IIM –Ahmadabad student has pioneered a tea in several varieties and flavours and started vending it from the canteen of IIM - A which has brought lot of Laurels to her. The tea is being marketed in prepared term under the Brand Name "Refreshing Magic." The student is not sure whether it can be sold in other places, so she has decided to leverage it to other IIMs through their canteens. Looking at the vary nature of the product she is not sure how she should proceed so as to be Successful. It has been suggested to her by her friends to improve the product presentation and set off a chain of tea outlets in IIMs in a phased manner 12M

Questions:

- a) What kind of knowledge of consumer behaviour is necessary to be collected through research to ensure success of retailing of the above product?
- b) Do you feel that tea retail chains be limited to few IIMs? Justify your answer.
- c) What type of Promoter and Communication - mix you suggest to motivate the customer towards the product?

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