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Total Number of Pages: 02

MBA
15 MNG307A

3rd Semester Regular Examination 2016-17

RETAIL MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y667

Q No 1 and 2 are compulsory and any four from the rest

The figures in the right hand margin indicate marks.

Question 1 and 2 carry 20 marks each. Rest of the questions carry 15 marks each

Part – A (Answer all the questions)

Q1 Answer the following questions: **(2 x 10)**

- a) Small specialty stores expanded to offer a range of categories are called _____
- b) Comparatively smaller stores usually owned by families offering convenience goods to a relatively smaller section of the society are known as _____
- c) Amazon.com is an example of _____
- d) The largest form of retail formats that create a shopping experience by offering outlets for variety of products and services are known as _____
- e) The way a retail outlet arranges the assortment of products in the store for visibility sake is known as _____
- f) The building or the part of building where the store is located is known as _____
- g) A store located in the area where no other store is located in the vicinity is known as a _____
- h) Downtown is an example of an _____ business district
- i) The geographic area from which the retail outlets/shopping centers draw 60% to 65% of its customers is known as _____ zone
- j) RFID is an example of _____ in Retailing

Q2 Answer briefly the following: **(2 x 10)**

- a) What is the role of GPS in retailing?
- b) What do you understand by Retail Equity?
- c) What is understood by Brand Equity?
- d) What is a Convenience Store?
- e) Who is a Category Captain?
- f) What is Retail aesthetics?
- g) What is e-tailing?
- h) What do you understand by Retail Supply Chain?
- i) What is understood by Retail Branding?
- j) What kind of a store is Big Bazar?

Part – B (Answer any four questions)

Q3 A multinational fast food chain is considering opening its retail outlet in a mid-size city **(15)**

in India. What should be its location and site selection considerations for the purpose? Critically analyze your considerations.

- Q4** India is a growing economy with all-round growth. What do you think would be the future of organized retailing in tier-III cities of the country? Will demonetization affect it? **(15)**
- Q5** "Retail is in Detail". Why is it said so? Justify your answer by probing in depth. **(15)**
- Q6** What is the role of store layout in retailing? Lay down the different store layouts with reasons for them being so. **(15)**
- Q7** "HR lapse can lead to Retail Collapse". Justify the statement by enumerating your answer and critically analyzing it. **(15)**
- Q8** Write notes on any THREE of the following **(15)**
- a) Retail Atmospherics
 - b) Retail Organizations
 - c) Selection of Promotion Mix in retailing
 - d) Relationship Marketing in Retailing