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Total Number of Pages : 03

MBA/MGT-406A

FOURTH SEMESTER EXAMINATION-2016

RETAIL MANAGEMENT

Branch : MBA

Question Code : MGT-406A

Full Marks-70

Time-3 Hours

Answer Question No.1&2 which are compulsory and any four from the rest. Figures in the right hand margin indicate marks.

Q.1-Explain the following briefly:

(2x10)

(a) Pedestrian traffic flow

(b) Footfall

(c) Width of assortment

(d) Destination store

(e) Plano gram

(f) Gray market

(g) Predatory pricing

(h) Grid layout

(i) Cross merchandising

(j) Free standing location

Q.2-Case study: 10

The retailing success of Saravana stores in comparison with Shoppers' stop is considered one of the distinctive retail successes in modern times. Shoppers' stop has outlets in six cities and a total floor space of over 2, 25,000 sq.ft. Its outlets are air-conditioned, well maintained and have inviting store displays. Their

advertising campaign is considered to be one of the best in the industry and the staff is well dressed and articulate. They have good loyalty programs, and their service is reasonably quick and efficient. They have spacious, pleasant cafes with a variety of different snacks and beverages from leading brands.

On the otherhand, Saravana stores have only one outlet in Chennai, consisting of three divisions. It has a lower middle class clientele and a total space of around 25000 sq.ft. The exterior of the outlet has not even been white washed for many years. There is a huge crowd round the clock. Goods are piled on top of one another or displayed all along the wall. Signboards within the stores have a slightly peremptory note for example, 'trials not allowed' or 'pay money at the counter only.' The staff is dressed in untidy uniform, and courtesy towards customers is not expected from them. The eatery at the top of the garment section has no tables and chairs. It sells a total of about eight items – coffee, tea and cold drinks included. Shoppers' Stop has a total turnover of rs.160 crore. Saravana stores has a total turnover in excess of 600 crore-earned from 20,000 customers per day. Saravana in Chennai basically targets daily wage earners or govt. employees. Many of them have roots in villages or small towns from where they have migrated to Chennai. For them the environment in and around Shoppers's Stop does not seem very inviting. It does not map with their existing perception of the market they usually shop in. The tremendous depth and range of merchandise at Saravana stores suit all pockets and all tastes. Saravana store is a very close prototype of melas and shanties where lower middle class or migrants from rural area used to shop. The indifferent service atmosphere suits the customer very well. It also means that no one will interfere with him while he inspects the displayed goods at his leisure. The eating joint has no infrastructure. Customers at Saravana sit with the rest of the family on *duries* on the floor just like at home. The anchor no doubt is price, which even attracts people from the middle class. A 20 to 30 percent saving is attractive by any standard.

QUESTIONS:

- 1- Compare and contrast the retail marketing mix of Saravana stores and Shoppers's Stop.
 - 2- Explain the customer profile of both the stores and explain the buying behavior of the customers of Saravana stores.
- Q.3-** Compare and contrast the chain store and the franchise format of retailing. Explain their relative merits and limitations. **10**

Q.4- Explain various theories of retailing in detail. **10**

Q.5- Explain the concept of atmospherics in retail. Discuss its components and importance in retail marketing strategy.

Q.6- How do you distinguish between location and site? From the retailer's perspective compare the advantages of locating in unplanned business district versus planned shopping centre. **10**

Q.7- What is the relevance of store layout planning for a retail unit? Discuss any two type of store layout. **10**

Q.8- Discuss the role of pricing in retail marketing mix. Explain various pricing strategies available to a retailer. **10)**