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Total number of printed pages – 2

MBA
MBA 404A

Fourth Semester Examination – 2013

RETAIL MANAGEMENT

QUESTION CODE : A 420

Full Marks – 70

Time : 3 Hours



Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2 × 10
- (a) What do you understand by technology in retailing ?
 - (b) What is retail equity ?
 - (c) What do you understand by Store Image ?
 - (d) What is understood by merchandise mix ?
 - (e) What purpose does a revolving credit card serve ?
 - (f) What is understood by average inventory turnover ?
 - (g) What is understood by mark up ?
 - (h) What does RFID mean in retailing ?
 - (i) What is retail layout ?
 - (j) What is a category killer retailer ?

2. CASE STUDY : 10
- Johny Carson, Inc., is a US based multibrand retailer in the discount format of retailing. It deals in numerous items from niddles to lawn mowers and garments to perfumes. It deals in kids wears to suits and swimsuits. Literally saying, Jony Carson deals in almost every consumer convenience goods and durables. Its discounting practices have been very well appreciated by the American consumers, and genuinely Johnny gives run for their money to the leading well known multibrand retailers in the US.

P.T.O.

Encouraged by Indian government's recent equity participation scheme for multibrand retailers, the CEO of Johny Carson, Mr. Arnold Carson, instructs his global business expansion team to go to India and study the Indian retail industry, especially, the huge American retailers who have already entered into the Indian market. The team makes a detailed study and gives the report to Mr. Arnold Carson. The highlighting areas of the report delineated the facts that Johny Carson has a great future in Indian retailing scene. However, the market in India has to be properly communicated about the arrival of Johny Carson, Inc., and its merchandise mix along with its pricing strategies.

Mr. Arnold Carson is extremely encouraged by the report and decides to make quick foray into the Indian market. He immediately instructs his team to move over to India and use all strategies of retail communication mix to grab a quick and sizeable market in India. He further instructs them to hire an Indian expert in this project to guide them and show them proper way in this direction. The team picks you up to design a retail communication mix for them for their purpose. You will have to design the same for Johny Carson so that Johny Carson makes a successful entry into the Indian market. Now get set and go.

3. What is organized retailing, and how do you see the future of organized retailing in India ? Answer with example. 10
4. Explain Supply Chain Management in the context of retailing. Justify your answer with example. 10
5. How do you explain Retail Atmospherics ? What is its significance in retailing ? Elaborate your answer with example from your real life experience. 10
6. How significant is visual merchandising in retailing ? Justify your answer with example. 10
7. What is the role of consumer behavior in retailing ? How does decision process approach work in the purchase of a product from a retailer ? Explain with example. 10
8. How important is the role of branding in retailing ? Explain the different branding strategies used in retailing? Answer with examples. 10

