

# CBCS Scheme

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16MBAMM302

## Third Semester MBA Degree Examination, Dec.2017/Jan.2018 Retail Management

Time: 3 hrs.

Max. Marks:80

**Note:** 1. Answer any Four questions from Q.No. 1 to Q.No. 7.  
2. Question No. 8 is compulsory.

- 1 a. Define Retail Management. (02 Marks)  
b. What are the factors that affect the retail pricing strategies? (06 Marks)  
c. Explain the various types of Retail Formats. (08 Marks)
- 2 a. What is Retail Audit? (02 Marks)  
b. Write a note on characteristics of retailing. (06 Marks)  
c. Describe the different types of retail locations. (08 Marks)
- 3 a. What do you mean by Multichannel retailing? (02 Marks)  
b. What are the various visual Merchandising Techniques in retail? (06 Marks)  
c. Explain the various types of retail layouts. (08 Marks)
- 4 a. What is Coding system? (02 Marks)  
b. What are the responsibilities of Store Manager? (06 Marks)  
c. Briefly explain the wheel of retailing (08 Marks)
- 5 a. What is Relationship marketing? (02 Marks)  
b. Differentiate between Relationship & Transactional Marketing. (06 Marks)  
c. Describe the theories of Retailing in detail. (08 Marks)
- 6 a. What are the principles of Store Design? (02 Marks)  
b. What are the factors influencing retail Business in India? (06 Marks)  
c. Explain the stages in Buying decision process and its implications on Retailing. (08 Marks)
- 7 a. What is Merchandise Management? (02 Marks)  
b. What are the Exteriors and Interiors factors? How does it influence Design decision in stores? (06 Marks)  
c. Explain the areas of Retail Research. (08 Marks)

### 8 CASE STUDY (Compulsory) :

Retail profitability is steadily moving away from "Commodities to Customer". This trend will define tomorrow's business in a way that will fundamentally change the apparel business. Successful apparel business will no longer be over that generate large footfalls, have good service and great merchandising these features will be industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all the customer. Fashion houses and retailers will be able to build a two – way relationship with customers that create strong switching costs.



The traditional response to retailing customers has been to go in for year round sales or special offers. But tomorrow's customers – driven economy will necessitate differentiating your business from everybody else in a fundamentally unique way. First as stores of organized retailers become increasingly similar, consumers feel a greater need for social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solution tailored to meet individual needs to desires.

The Indian apparel market is no longer a mass market that a company can serve in a standard way. This will increasingly get over and fragmented with customers demanding that they be treated as individuals and provided with the appropriate assistance, before a sale, during a sale and after words. This trend has super cessions for all access of the marketing mix of retail companies – whether this be individual offers, customized configuration of products or specific help series and support after purchase. Finally, at a time, when retailing is getting more competitive retailers have to use next analysis methods, such as data mining to exploit the advantages offered by precise evaluations of customer behaviour. New technologies will be used to regain the knowledge about customers that will get lost in the tremendous expansions of local regional national retailer group. In the final analysis , retailers will aim to win the long term company loyalty of those customers they know and to use their knowledge of these customer's interests to further improve the Company's relationship with them.

**Questions :**

- a. Who are my Customers? (04 Marks)
- b. What are their requirements? (04 Marks)
- c. How can fashion retailers offer satisfaction? (04 Marks)
- d. Why New technologies are necessary in retail? (04 Marks)

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