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14MBAMM302

Third Semester MBA Degree Examination, June/July 2017
Retail Management

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is retailing? (03 Marks)
- 2 What is meant by department store? (03 Marks)
- 3 What is meant by retail merchandising? (03 Marks)
- 4 What is SKU? (03 Marks)
- 5 Mention the functions of retailing. (03 Marks)
- 6 What are the principles of store design? (03 Marks)
- 7 What is retail audit? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the factors influencing retail business in India? (07 Marks)
- 2 Explain the stages in buying process. (07 Marks)
- 3 What are the retail trends in India? (07 Marks)
- 4 Which are the factors influencing location of store? (07 Marks)
- 5 Briefly discuss the various criteria while selecting a supplier. (07 Marks)
- 6 Explain the duties and responsibilities of store manager. (07 Marks)
- 7 What are the steps of merchandise management process? (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is retail layout? Explain the three store layout with its advantage. (10 Marks)
- 2 Explain the steps involved in developing retail strategy. (10 Marks)
- 3 What is retail audit? What are the steps in retail audit? (10 Marks)
- 4 What are the major reasons for the growth of organized retail in India? (10 Marks)

- 5 What is retail pricing? Explain the kinds of retail pricing. (10 Marks)
- 6 Explain the classification of retail formats. (10 Marks)
- 7 Briefly explain retail communication mix. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Chinese exports are competing with goods produced by industries in several countries including India. Many of India's small scale industries are under threat or facing off stiff competition of cheap imports from china. These industries manufacture a wide range of consumer products (Electrical goods, batteries, toys, watcher, pharmaceuticals) + intermediates (chemicals). Indian toy industry has also been facing stiff competition from the cheap Chinese imports in soft and hard toys. Many Indian toy retailers have reduced their selling prices by downsizing the floor staff. Kinder garden (an Indian toy retail chain), on the other hand, has instructed its marketing and sales promotion staff to make frequent calls to its retail and wholesale buyers along with personal visits. The selling staff is promised to take a share of the additional profit that comes due to their personal efforts. Appropriate commissions on sharing basis will be offered for sale figures over and above routine targets. Company opines it a fantastic way to satisfy the managements desire to increase its market share without huge spending. Further, company also plans to promote the efficient employees.

Questions for discussion:

- 1 What role personal selling can play in Toy Industry? Do you think the strategy of motivation by additional commission and promotion will actually fruitful? (10 Marks)
- 2 Do you believe that promoting efficient employees will satisfy managements desire to increase market share? (10 Marks)

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