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14MBAMM302

Third Semester MBA Degree Examination, Dec.2015/Jan.2016

Retail Management

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 Explain the role of Retailer. (03 Marks)
- 2 Explain the detail value chain. (03 Marks)
- 3 Explain the method of Buying Merchandize. (03 Marks)
- 4 Explain the different type of Retail Store locations. (03 Marks)
- 5 Explain the principles of store design. (03 Marks)
- 6 Mention the types of retail formats. (03 Marks)
- 7 Explain the components of Retail Marketing Mix. (03 Marks)

SECTION - B

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

- 1 Explain the Segmentation, Targeting and Positioning approach in detail. (07 Marks)
- 2 What do you understand by the following terms :
a) Visual merchandizing b) Planograms. (07 Marks)
- 3 Explain the importance of merchandize planning. (07 Marks)
- 4 Explain the steps involved in choosing retail site location. (07 Marks)
- 5 What are the challenges faced by Retailers? Explain. (07 Marks)
- 6 Explain the process of Research used in deciding setting retail store. (07 Marks)
- 7 Who is Retailer? How is retailer important channel member? (07 Marks)

SECTION - C

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

- 1 Explain the major reasons for the growth of organized retail in India. (10 Marks)
- 2 Explain all the the three store layout with its advantage. (10 Marks)
- 3 Explain the retail price elements. What are the causes for Mark downs? (10 Marks)
- 4 Explain the role and relevance of customer relationship management in retail. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

- 5 Explain the steps involved in developing Retail strategy. (10 Marks)
- 6 Explain the factors influencing the retail shopper buyer behavior. (10 Marks)
- 7 Explain the various aspects of the ethical issues in retailing. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Shoppers stop, global retailers in India, was founded in 1991. K. Raheja group the real estate company was the founder of shopper stop. When it began it was a single store today it is a retail chain in 38 stores and 17 cities, offering men's wear women's wear, children wear, home products, accessories, cosmetics, perfumes and jewellery.

Shoppers stop is a pioneer of organized retail in India, is the largest department store chain, with a large assortment of leading National, International brands. The store is popularly acclaimed by its customers, which is achieved due to experienced professionals, supported by world class systems and practices. Shopper stop further believes in providing customer priority which is why the loyalty programme of their's has more than 2 million satisfied customers and it contributes to 75% of the sales. First citizen loyalty programme is the most successful. Objective of this programme is to ensure customer delight and customer satisfaction. This First Citizen programme customer group analysis shows that members retain to this programme due to these benefits.

- Reward points can be redeemed for a wide variety of merchandize.
- Exclusive schemes benefit promotions, Invitation to exclusive event.
- Exclusive First citizen lounge services for relaxation. Special preview for sale.
- First citizen updated through unique service SMS, phone.

Shoppers stop is associated with Citi Bank to provide this programme, which help to manage the account, they can also opt for financial services, EMI option. This loyalty programme most successful in the industry.

Question :

- a. Retail format of shoppers stop is department store. Explain. How successful is this format? (10 Marks)
- b. Loyalty programme of Shopper's stop is successful. Explain how the programme is designed to retain customers. (10 Marks)
