

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2023-24 Examination

Semester: 04
Subject Code: 06203253
Subject Name: Retail Management

Date: 22/04/2024
Time: 1:30pm to 4:00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Answer in Brief –Short Direct Questions (Attempt any Five out of Seven) (Each Question 3Marks)	(15)	CO	PO	BT
	1. Give a classification of Retail institutions.		1	1	3
	2. What are the functions of Retailing?		2	1	2
	3. What is a scope of retail business in India in our view?		1	1	2
	4. Describe retail market segmentation.		1	3	1
	5. Differentiate Wholesaler & Retailer.		2	1	3
	6. How does store design and visual merchandise play role in retailing business?		2	1	1
	7. What is theory of structural change?		2	2	2
Q.2	Answer the following questions. (10 marks each)				
	Case-let “A competing motor-bike retail store has a better location than yours. It is in a modern shopping center with a lot of consumer traffic. Your store is in an older neighborhood and requires customers to travel farther to reach you. How could you use	(10)	2	4	2
A).	How do you think the buying decision process of consumers have changed over the years in past	(10)	2	4	3
B).	Suppose you want to open a new departmental store in Vadodara but prior to that you have to select a location for your new store. What are different parameters you will take	(10)	4	1	3
C).					
Q.3	Case Study	(15)			
	Whole Foods Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of small health food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company’s growth was fueled by the by the upsurges in Americans’ desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Whole Foods’ prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company’s CEO pointed out, Americans spend far less of their income on food than other nations and that’s why most of it doesn’t taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole Foods stated its numbers to double the number of its stores by 2015.		2	1	4
	Questions:				

