

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017-18 Examination

Semester: 4
Subject Code: 06203253
Subject Name: Retail Management

Date: 25/5/2018
Time: 10:30am to 1:00pm
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 Do as Directed.**A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Retail is the _____ stage of any economic activity.

a) Initial	c) Pre-Final
b) Secondary	d) Final
2. The critical factors that affect the retail model are:

a) Trends in market Positioning	c) Organizational Capabilities
b) Level of Competition	d) All of these
3. Which one of the following is/are the dimensions of planning of merchandise?

a) Time	c) Location
b) Merchandise	d) All of these
4. Which one of the following is a classification of a Private Label Brand?

a) Store Brand	c) Umbrella Brand
b) Individual Brand	d) All of these
5. One of the following is a component of the **e-Retailing** marketing mix – this component is:

a) Product Packaging	c) Retail Location
b) Shelf Display	d) Speed of Delivery

B).Define the following. (Each of 1 mark) (05)

1. Retailing
2. Franchising
3. Planogram
4. GMROI
5. Organized Retail

C).Direct questions. (Each of 1 mark) (05)

1. Explain the term “Supermarket” with Indian Examples.
2. What are the factors that affect the buying behavior of a Retail Shopper?
3. What are the steps involved in developing a Retail Strategy?
4. What are the different types of Trade area when deciding on Retail Site Selection?
5. What is the applicability of RFID technology in Retail Stores?.

Q.2 Answer the following questions.

A).What are the functions performed by a Retailer? **(07)**

B). What are the benefits of e-Retail over traditional Retail channel? **(08)**

Q.3 Answer the following questions.

A). “The concept of Product Life Cycle as explained by Philip Kotler – the Marketing Guru, can also be applied to Retail Organization.” Discuss, on similar lines, the concept of Retail Life Cycle. **(07)**

B). Explain the Retail Marketing Mix with an example of any Retail format. **(08)**

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. “Organized Retailers like D-Mart, BigBazaar are facing threat from e-Retailers like Amazon, Flipkart - in terms of Customer switching.” In this context, Discuss, how an organized retailer can apply a retail strategy like ‘the Porter’s Five force model’ to address such threat.

2. “Technology has affected the Retail Space in today’s world of Retailing. Internet Technology and Mobile technology has given a great boost to e-commerce and m-commerce.” In this context, discuss the factors that affect the use of technology in Retail .
3. “Retailing has evolved over the last century from the traditional format to an organized one and further to e-formats. Retail organizations have to continually monitor their positioning strategies with high level of competition in this sector. They have adopted different formats for remaining in business.” With this case snippet as a reference, discuss the classification of retail formats.
4. “ The Store design and store layout tells a customer what the store is all about. A number of elements create a store environment for the retail shopper.” List these elements of store design and explain how they are important for Effective Store Design.