

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2018-19 Examination

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

Date: 26/04/2019
Time: 10:30am to 01:00pm
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 (Each of 1 mark)

(05)

1. The most serious disadvantage inherent in a freestanding site is _____.
a) no shopping center management c) restrictions on merchandise sold
b) limited hours of operation d) smaller trade area
2. What is the responsibility of shopping center management?
a) Maintaining the common area c) Making sure parking lot is well lit
b) Maintaining outdoor signage for the d) All a, b, and c
3. Apparel specialty stores like Zara and The Gap typically locate their stores in enclosed shopping malls because _____.
a) the rents are low c) the number of apparel retailers in one location attracts a lot of shoppers
b) customers can parking close to the stores d) none of the above
4. Contractual agreement between independent retailers that has set up central wholesale operation and conduct joint promotion is classified as _____.
a) voluntary franchise c) involuntary cooperative
b) retailer cooperative d) voluntary cooperative
5. Retailer store which carries deep assortment of specialty product line and customers are served by knowledgeable staff is classified as _____.
a) category killer c) discount killer
b) limited inbound retailers d) limited outbound retailers

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

(05)

1. Space management
2. Unorganized sector
3. Retail management
4. Visual merchandising
5. e – tailing

C). Answer the following questions. (Each of 1 mark)

(05)

1. What do you mean by franchising
2. What is vertical merchandising?
3. What is meant by price bundling?
4. What is retail inventory?
5. What is specialty store?

Q.2 Answer the following questions.

A). What are the advantages of cost oriented pricing in retailing?

(07)

B). What are department stores? Explain its advantages and disadvantages.

(08)

Q.3 Answer the following questions.

A). Explain the significance of branding from consumers and sellers perspectives in retail management. **(07)**

B). Explain the role of Information technology in creating new business opportunities in retail. **(08)**

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

1. What should be the strategy of domestic branded jewelry players to increase the branded jewelry consumption in India. What steps would you suggest to help consumers to buy jewelry in the same way as they would buy garments.
2. In many malls fast – food retailers are located together in area known as food court. What are the arrangement’s advantages and disadvantages to the fast food retailer.
3. Rambo , a retail manger at FISCO Mart has observed that for the past 8 months turnover has been decreasing. What possible consequences of it will have on the FISCO Mart. You may take suitable assumptions.
4. As government is taking a liberal stand like 100 % FDI allowed in retail in India now , analyze the implications of it in the Indian Retail Sector.