

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.-4)

RETAIL MANAGEMENT

Subject Code : MBA-924-18

M.Code : 77809

Date of Examination : 04-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

Write short notes on:

1. *'Retailers are the gatekeepers to the market'*? Explain
2. What do you mean by situational analysis?
3. What is the economic significance of retail?
4. What are Discount stores and Dollar stores?
5. What do you understand by evaluation of store employees?
6. How many types of ownerships are there in retails?
7. Explain the concept of Marketing mix.
8. Briefly discuss the process of motivating and managing the employees of a store.

SECTION-B

UNIT-I

9. Explain the various opportunities of retail.
10. What are the reasons that have caused an increase in the popularity of the non-store retail formats to develop?

UNIT-II

11. How can store location problem be solved in an effective way? Discuss with examples.

12. Discuss some causes of poor inventory control. List the features of just-in-time technique.

UNIT-III

13. What role can a floor staff play in customer service?
14. Discuss how can the retailers reduce shrinkage from shop lifting and employee theft.

UNIT-IV

15. Discuss some of the successes and failures in the retail industry where the business model has been driven by IT.
16. Explain the scope of M-Commerce in India and which are the sectors that you perceive will faster adapt to the service?

SECTION-C

17. Case Study:

Organized retailing in India is poised for an exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management and government policy. What are the underlying opportunities and challenges in this sector? It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers.

It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market. With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that whether they should focus on value retailing or lifestyle retailing. Retail cannot develop by setting up only malls. In order to promote retail, we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions :

- How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
- Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?
- List the opportunities and threats before organized retailing.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.