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Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem-4)
RETAIL MANAGEMENT
Subject Code : MBA-924-18
M.Code : 77809

Date of Examination : 06-06-2023

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

1. Write briefly :

- a) Explain the retail management decision process.
- b) What are the motivational factors for retail staff?
- c) What is E-retailing?
- d) Describe International retailing.
- e) Define food retailers.
- f) Discuss MotiChain integration.
- g) What is the need of service quality?
- h) Evaluation of atmospherics in retail.

SECTION-B

UNIT-I

2. Comment on the evolution of retail in India. Highlight the challenges to retail development in India.
3. Describe the retailing and what are the opportunities in retailing? What is its economic significance?

UNIT-II

4. Discuss, the life cycle in retail, features under each stage of RLC. What are the theories of retail development?
5. Discuss how store retail are different from non-retail stores? Highlight the various ownerships in the retail sector.

UNIT-III

6. What is the importance of store layout? Describe the space planning and what are the objectives of good store design?
7. What is the concept of Store management? Discuss the recruitment and selection strategies in retailing.

UNIT-IV

8. Highlight the roles of IT in retailing. What are the applications of IT for retail sector.
9. What is the process of customer evaluation of service quality? Describe the GAPS model of retailing.

SECTION-C

10. Case Study :

Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology,

supply chain management, 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 weather they should focus on value retailing or lifestyle retailing.

Retail cannot develop by 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 :

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