Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] **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 : 02-06-2025

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

l. Write short notes on:

a) Rule of retail manager in Effective Retail Management.

b) Off-Price Retailers

c) Types of Non-Store Retailing.

d) Importance of Multi-Channel Retailing.

e) Retail Budget

f) Characteristics of Good Store Design.

g) Role of Public Relation in Retail Marketing.

h) Retail Service Quality

SECTION-B

UNIT-I

2. *"Retailing is a global, high-tech industry that plays a major role in the global economy".* Comment on thestatement:

3. Explain in detail the evolution of retail in India. Also discuss about the major challenges of retailing.

UNIT-II

4. Explain the concept of the retail life cycle and discuss its different stages. Also state the business strategies at each stage to maintain competitiveness and profitability?

5. Describe the different types of retailers and explain how they cater to diverse consumer needs?

UNIT-III

6. How effectively managing a store can boost sales and improve the customer experience? Justify your answer with an example.

7. Explain the concept of store layout and design. Also state the strategies for selecting the suitable layout of a store.

UNIT-IV

8. What do you understand by retail customer service management? State the GAPS model for improving retail service quality.

9. State the concept of international retailing. Also discuss the major international retail structures in detail.

SECTION-C

10. **Case Study- READ THE CASE AND ANSWER THE FOLLOWING QUESTIONS**

A leading private sector bank has been a dominant player in the retail banking industry for years, offering a wide range of financial, products such as sayings accounts, personal-loans, credit cards, and investment services. With a strong branch network and a growing digital presence, the bank has consistently focused on delivering excellent customer service. However, as the banking landscape evolves, the organization faces new challenges in maintaining its competitive edge.

Customer behaviour has significantly shifted due to advancements in digital banking, with many customers now preferring mobile applications and online transactions over traditional in-branch visits. While the bank has invested in technology to improve its digital banking experience, it must also ensure that its physical branches continue to provide value to customers. Branch management plays a crucial role in creating a seamless and efficient banking experience, yet issues related to customer service efficiency, queue management, store layout and employee training require strategic improvements.

To remain competitive, the bank is exploring several key strategies, such as integrating digital and physical banking channels to create an omnichannel experience, redesigning its branch layouts to enhance customer convenience and implementing advanced training programs for employees to improve service quality. The leadership team is also considering ways to enhance succession planning to develop future branch managers who can lead effectively in both digital and physical banking environments.

Additionally, with increasing competition from fintech startups and digital payment platforms, the bank must rethink its approach to engaging customers and delivering personalized banking services. Leveraging data analytics, AI-driven customer support, and innovative loyalty programs are some of the initiatives being considered.

Case Study Questions:

a) As a retail banking consultant, evaluate the role of store (branch) management in enhancing the customer experience and overall banking efficiency.

b) How can the bank implement an effective omnichannel strategy to integrate its digital and physical banking services?

c) Additionally, discuss the significance of succession planning in ensuring long-term leadership and operational efficiency in retail banking.

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.