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Roll No.

MB-403-M2

M. B. A. (FOURTH SEMESTER)

END SEMESTER

EXAMINATION, May, 2023

RETAIL MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : (i) This question paper contains two Sections—Section A and Section B.

(ii) Both Sections are compulsory.

(iii) Answer any two sub questions among (a), (b) & (c) in each main question of Section A. Each sub-question carries 10 marks.

(iv) Section B consisting of Case Study is compulsory. Section B is of 20 marks.

P. T. O.

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Section—A

1. (a) What do you mean by Retail Business ?
Explain the functions of a retailer in a competitive business Environment. (CO1)
- (b) Outline the basic structure and functioning of different types of Retail formats. (CO1)
- (c) Explain various methods used in retail Industry to set and measure the performance objectives ? (CO1)
2. (a) "The proper use of strategic planning provides strategic advantage to retailers"
Establish the relationship between retailing and strategic planning. (CO2)
- (b) Demonstrate the types of measures and role of Benchmarks used under Retail strategy. (CO2)
- (c) Illustrate with proper diagram the need of Retail Inform Systems and Supply Chain Management for effective management of Retail Operations. (CO2)

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3. (a) Categorize the various types of Store Layout and design commonly found in Retail stores. (CO3)
- (b) Differentiate between the central business district, the secondary business district, the Neighborhood business district and the string. (CO3)
- (c) Examine the meaning, Objectives and importance of pricing in retail marketing mix ? Briefly discuss the various retail pricing approaches available to the retailer. (CO3)
4. (a) Devise briefly the merits and demerits of Customer Relationship Management in Establishing long-term relationships with Retail Customers. (CO4)
- (b) Propose any One of Your Favourite and Impactful Indian Retail organisation at present. Justify with relevant Points.(CO4)
- (c) Assess the relevance of Merchandise management in Retail Business. List out the key Issues involved in merchandise management. (CO4)

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Section—B

5. Case-Study : (20 Marks)

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 the hour is flexibility in business so that it can change according to the needs of the market.

Indian Retail Market Size has been super lucrative for brands across the globe. At \$700 billion the India retail market is under penetrated by a lot of products and services.

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Unlike developed markets, the Indian retail market size is dominated with unorganized Mom and Pop stores serving the nation at large. Of late, Indian Retail Market Size has been super lucrative for brands across the globe. At \$700 billion the India retail market is under penetrated by a lot of products and services. Unlike developed markets, the Indian retail market size is dominated with unorganized Mom and Pop stores serving the nation at large. Of late, ecommerce companies have made major investments in the country to cater to various categories. With Wal-Mart buying a controlling stake in India's leading retailer, Flipkart, the India retail market size should expect a boom consumer should soon see products from various categories delivered at their doorstep.

The focus of Flipkart, Amazon and PayTm now moves to categories including the fast moving Groceries, Lifestyle etc. However, this

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game needs to be played differently all together. The competition to ecommerce is not the organized trade players but the unorganized *kirana* shops which offer unmatched convenience, credit and delivery basis a lasting relationship. 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 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 that just to imitate foreign malls.

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Questions :

1. "Is organized retailing different from unorganized retailing ?" Evaluate this statement with proper examples from Indian corporate world. (CO5)
2. Predict the future of companies like Reliance Retail, TATA Trent, Aditya Birla Retail, Spencer's V-mart in providing quality products and services in comparison to Un-organized Market Forces. (CO5)