

(4) MB-403(M2)

responses to their customers, enhancing their overall customer experience.

ChatGPT can analyze customer data to provide personalized recommendations and promotions. It can also help with product discovery by suggesting similar or complementary products based on a customer's browsing history and purchase behavior.

By integrating the GPT model with a marketing automation platform such as Contact Pigeon, retailers can make full use of the platform's unified customer data, campaign automation, and personalization features to generate ultra-personalized communication such as product recommendations and re-engagement campaigns.

Lastly, ChatGPT can be integrated with voice assistants like Amazon Alexa and Google Assistant to provide voice-enabled shopping experiences for customers. This use can help

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Roll No.

MB-403(M2)

M. B. A. (FOURTH SEMESTER)

MID SEMESTER

EXAMINATION, May, 2023

RETAIL MANAGEMENT

Time : 1½ Hours

Maximum Marks : 50

- 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) and (c) in each main question of Section A. Each question carries 10 marks.
(iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

Section—A

1. (a) What do you understand by the concept of Retailing ? Give proper examples. (CO1)

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(2)

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- (b) Discuss the Retail environmental factors affecting business operations, decisions and overall growth. (CO1)
- (c) "India is emerging as a global retail Destination". Illustrate this statement in your own words with the latest trends in Global Retail Scenario. (CO2)
2. (a) Sketch out the elementary structure of Strategic Retail Planning Process. (CO2)
- (b) "Business Model is a backbone of any Retail Management system". Criticize this statement and point out the benefits of various Retail Business Models. (CO3)
- (c) Examine the concept of Retail Lifecycle and its relevance. (CO3)
3. (a) Propose the roadmap for Building substantial advantage through retail strategy in Modern retail business. (CO4)
- (b) Categorize the types of Retail Formats functional in India. Give proper examples. (CO4)

(3)

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- (c) Evaluate the concept of Retail Financial strategy with their objectives and goals. (CO5)

Section—B

4. Case-Study : (20 Marks)

Retailers can adopt ChatGPT for virtual customer service by creating a chatbot that can interact with customers in a natural language and provide quick and accurate responses to their queries. Chatbots can be used both online and in-store in the form of kiosks.

Virtual customer service can provide businesses with several benefits, including cost savings, increased efficiency, and improved customer satisfaction. All of the above are particularly helpful during holidays or sales seasons as customer volume spikes. The smart chatbot can help businesses to scale up quickly by handling a large volume of customer queries and providing consistent and accurate

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