



**PG – 716**

**III Semester M.B.A. (Day and Eve.) Examination, June/July 2024  
(CBCS) (2022 – 23)  
MANAGEMENT**

**Paper – 3.4.1 : Retailing Management and Services**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions. **Each** question carries **five** marks.

**(5×5=25)**

1. What is merchandise management ?
2. What are the objectives of a good store design ?
3. Discuss the latest trends in retailing.
4. What is franchising ?
5. What is physical evidence ?
6. Write a note on service marketing triangle.
7. Differentiate between Goods and Services.

**SECTION – B**

Answer **any three** questions. **Each** question carries **ten** marks.

**(3×10=30)**

8. Explain the steps involved in developing a retail strategy.
9. Explain different types of store layouts.
10. Explain GAP model with a neat structural diagram with special reference to a three-star hotel.
11. Explain the approaches of pricing in services.

**P.T.O.**



## SECTION – C

12. Case Study (**Compulsory** question) : It carries **fifteen** marks. (1×15=15)

Reliance Retail is the retail initiative of Reliance Industries Limited and is central to the group's consumer facing businesses. Reliance Retail has been at the forefront of bringing about Retail revolution in India.

Reliance Retail has 249 million registered customers buying across all its formats. It recorded more than 780 million footfalls across all its stores in FY23, a scale unmatched by any other retailer in India. With nearly 3 million daily transactions, Reliance Retail operates at a scale unparalleled in the Indian retail industry and continues to enrich the quality of lives of millions of Indians every day.

Reliance Footprint is a leading specialty family footwear retail chain that caters to the footwear needs of the entire family. Reliance Footprint offers widest range of international, domestic and Reliance owned brands across men's footwear, women's footwear, kids' footwear, handbags, backpacks, luggage, socks, belts, wallets and shoe care products.

Reliance Footprint is now gearing up to expand and penetrate operations in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater these untapped potential markets with high disposal oncome among people who by and large travel all the way to cities and metros for all their buying needs.

**Questions :**

- a) Propose retail mix for Reliance Footprint.
- b) What criteria should Reliance Footprint consider in assessing and evaluating appropriate locations for the proposed outlet ? Discuss.



- D) Leadership Development : Recognizing the importance of strong leadership during times of change, the HRD team offered leadership development programs tailored to the specific needs of managers and executives within the merged organization. These programs focused on change management skills, effective communication and strategic decision-making.

Despite the inevitable challenges, Alpha Corporation's HRD strategies played a crucial role in fostering a positive work environment and ensuring a successful merger transition.

**Questions :**

- a) How did Alpha Corporation's HRD strategies contribute to the successful integration of Beta Pharmaceuticals following the merger ? Discuss the importance of cultural integration, talent management and change management in merger scenarios.
  - b) What lessons can other organizations learn from Alpha Corporation's approach to managing human resources during mergers and acquisitions ? How can HRD practices be leveraged to minimize disruptions and maximize employee engagement and productivity during periods of organizational change ?
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