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Total No. of Pages: 02

Total No. of Questions: 10

MBA (Sem. – 4)
RETAIL MANAGEMENT

Subject Code: MBA-924-18

M Code: 77809

Date of Examination : 9/1/2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

SECTION-A

1. Write short notes on:
 - a) Economic significance of retailing
 - b) Challenges to retail development in India
 - c) Food retailers
 - d) Evolution of retail formats
 - e) Recruiting store employees
 - f) Store layout
 - g) Role of IT in retailing
 - h) Data mining

SECTION-B

UNIT-I

2. What are the opportunities in retailing? Briefly discuss the steps involved in the process of retail management decision.
3. What is the evolution of retail in India? Explain different drivers of retail change with example.

UNIT-II

4. Discuss:
 - a) Types of ownership.
 - b) Non-store retail formats
5. What is the concept of life cycle in retail? Explain various retail business models in detail.

UNIT-III

6. Discuss the types of training new store employees. Explain various methods of evaluating store employees.
7. What is space planning? Discuss various techniques of merchandise presentation with example.

UNIT-IV

8. What is Retail service quality? Explain the GAPS model for improving retail service qualities in detail.
9. What is international retailing? Briefly discuss the international retail structures with example.

SECTION-C

10. Case Study

A management student has pioneered a tea in several varieties and flavours and started vending it from the canteen of her institute itself. The tea is being marketed in prepared form under the brand name 'Refreshing Magic'. The student is not sure whether it can be sold in other place, so she has decided to leverage it to other management institutes through their canteens. Looking at the Very nature of the product she is not sure how she should proceed so as to be successful. It as been suggested to her by her friends to improve the product presentation and set off a chain of tea outlets across management institutes in a phased manner.

Questions:

- a) Do you feel that tea chains be limited to few management institutes? Justify your answer.
- b) What kind of knowledge of consumer behaviour is necessary to be collected through research to ensure success of retailing to the above product?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.