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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MIDTERM EXAMINATION

Even Semester: 2018-19

Course Code: MKT 404

Course Name: RETAIL MANAGEMENT

Programme & Sem: MBA & IV

Date: 15 March 2019

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

- (i) Write legibly
- (ii) Draw diagrams for required questions

Part A

Answer all the Questions. **Each** question carries four marks. (5Q x 4M=20 M)

1. Explain how you create a store environment?
2. Does store design impact consumer behavior? If yes, explain how?
3. What are the elements in retail mix?
4. Write any two advantages and disadvantages of shopping malls?
5. According to IBEF report what are the four advantages India has in retail sector?

Part B

Answer all the Questions. **Each** question carries ten marks. Explain the answers in detail.

(5Qx8M=40 M)

6. Explain the following in detail.
a. Grid Layout b. Racetrack c. Free Form
7. Explain the following in detail
i. Free Standing ii. CBD iii. Enclosed Malls iv. Specialty Stores v. Outlet Centers
8. What are the environmental and legal issues you need to consider in retail locations?
9. What is India's FDI policy on single and multi-brands?
10. Explain the growth drivers for retail in India.

Part C

Answer all the questions. **Each** question carries ten marks. (2Q x10M=20M)

Based on the IBEF report explain the following.

11. India is one of the fastest growing economies in the world. Explain how will be the future of Indian Retail business in multiple retail formats.
12. Explain how India is significantly gaining global positioning in retail sector.



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Even Semester: 2018-19

Course Code: MKT 404

Course Name: Retail Management

Programme & Sem: MBA & IV Sem

Date: 21 February 2019

Time: 2 Hours

Max Marks: 40

Weightage: 20%

Instructions:

- (i) Write legibly
- (ii) Draw diagrams for required questions

Part A

Answer **all** the Questions. **Each** question carries **two** marks. (5Qx2M=10)

1. What is 'the wheel of retailing'?
2. Draw Ansoff's Matrix for retail formats.
3. Explain debt-equity ratio in retail management.
4. "Staple merchandise is easy to forecast compared to fashion merchandise." Is this statement true or false?
5. What is flexible pricing?

Part B

Answer **all** the Questions. **Each** question carries **five** marks. (4Qx5M=20)

6. What are the issues in retail HRM?
7. Explain how customers develop loyalty towards a retail store?
8. Write a short note on the following
 - a. sales-to-stock ratio
 - b. inventory turnover
 - c. GMROI
 - d. staple merchandise
 - e. fashion merchandise
9. Write any five pricing strategies in retail management.

Part C

Answer the following Question. Question carries **ten** marks. (1Qx10M=10)

10. Assume you are interested in opening a restaurant in your town. Based on steps in the strategic retail planning process explain how you conduct a situation audit of the local restaurant market, identifying and evaluating alternatives, and selecting a target market?



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SCHOOL OF MANAGEMENT

MIDTERM EXAMINATION

Even Semester: 2018-19

Course Code: MKT 404

Course Name: RETAIL MANAGEMENT

Programme & Sem: MBA & IV

Date: 15 March 2019

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

- (i) Write legibly
- (ii) Draw diagrams for required questions

Part A

Answer all the Questions. **Each** question carries four marks. (5Q x 4M=20 M)

1. Explain how you create a store environment?
2. Does store design impact consumer behavior? If yes, explain how?
3. What are the elements in retail mix?
4. Write any two advantages and disadvantages of shopping malls?
5. According to IBEF report what are the four advantages India has in retail sector?

Part B

Answer all the Questions. **Each** question carries ten marks. Explain the answers in detail.

(5Qx8M=40 M)

6. Explain the following in detail.
a. Grid Layout b. Racetrack c. Free Form
7. Explain the following in detail
i. Free Standing ii. CBD iii. Enclosed Malls iv. Specialty Stores v. Outlet Centers
8. What are the environmental and legal issues you need to consider in retail locations?
9. What is India's FDI policy on single and multi-brands?
10. Explain the growth drivers for retail in India.

Part C

Answer all the questions. **Each** question carries ten marks. (2Q x10M=20M)

Based on the IBEF report explain the following.

11. India is one of the fastest growing economies in the world. Explain how will be the future of Indian Retail business in multiple retail formats.
12. Explain how India is significantly gaining global positioning in retail sector.