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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 10 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBA (MARKETING) |
| **Course Code :** BBA3023 | **Course Name :** Retail Management |
| **Semester**: V | **Max Marks**:100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **26** | **34** | **15** | **24** | **18** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level**  | **CO** |

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| **1** | State the differences between webrooming and showrooming | **2 Marks** | **Remember** | **CO1** |
| **2** | State the differences between a flea market and a factory outlet | **2 Marks** | **Remember** | **CO1** |
| **3** | List the practice by which retailers charge consumers a different price for the amount or quantity consumed. | **2 Marks** | **Remember** | **CO5** |
| **4** | List out any two category management strategies. | **2 Marks** | **Remember** | **CO3** |
| **5** | Outline the Huff- gravity model for estimating potential sales for a retail store | **2 Marks** | **Remember** | **CO2** |
| **6** | Define Stock Keeping Unit. | **2 Marks** | **Remember** | **CO3** |
| **7** | Define Product availability. | **2 Marks** | **Remember** | **CO3** |
| **8** | Outline fad merchandise with the help of an example**.** | **2 Marks** | **Remember** | **CO3** |
| **9** | Define a planogram. | **2 Marks** | **Remember** | **CO4** |
| **10** |  Walmart offers low prices to consumers throughout the year, instead of offering low prices during sale events. Identify the pricing strategy used by Walmart. | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | **Bloom's Level**  | **CO** |
| **11** | Explain the types of retailers based on ownership.  | **7 Marks** | **Understand** | **CO1** |
|  | **Or** |
| **12** | Explain the types of retailers based on retail mix.  | **7 Marks** | **Understand** | **CO1** |

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| **13** | According to analytics by McKinsey on grocery retailers, merchandising assortment plan helps them reduce the number of SKUs by 36% while increasing sales and gross margins by up to 2%. Each retailer will pursue different retail assortment strategies based on their targets. Describe the retail assortment strategies. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **14** | A proper merchandise plan is crucial for retailers as it helps maximize profitability by stocking the right products in the right quantities at the right time. In today’s fast-paced retail environment, merchandise planning is essential for retailers to remain competitive and meet customer expectations. Explain the merchandise planning process.   | **7 Marks** | **Understand** | **CO3** |

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| **15** | A multinational retailer is planning to open a retail outlet of furniture in Mumbai. The retail outlet will cover one lakh square feet area spread over 2 floors. They plan to hire 50 employees including store manager, billing, sales, technical and security staff. Discuss the responsibilities of the store manager of this retail outlet. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **16** | Store design has gained eminence in creating an appealing store atmosphere. Describe the store design elements in terms of layout, signage and feature areas that can be considered while designing a multi-brand formal wear apparel retail store | **7 Marks** | **Understand** | **CO4** |

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| **17** | A retailer needs to consider various factors before setting a suitable price. Describe the various factors affecting retail pricing strategy | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **18** | Mr. PQR has set up a jungle theme restaurant in Delhi. It is an amusement park with dining space with robotic animals and simulated thunderstorms. Mr. PQR wants to convert this venture into a franchise format in other metro cities of India. Recommend a retail promotion mix for the above venture | **7 Marks** | **Understand** | **CO5** |

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| **19** | Describe the various demand-oriented pricing strategies. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **20** | Explain the emerging trends in Indian Retail. What impact do you expect it will have on traditional retail stores. | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level**  | **CO** |

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| **21** | XYZ Ltd. is a manufacturer of herbal and Ayurvedic personal care and nutrition products. It wants to open a retail outlet in your city. Suggest, giving reasons, an appropriate location type for the new store in your city. | **15 Marks** | **Apply** | **CO2** |
| **22** | “The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players”. Examine the social and economic significance of retailing. | **15 Marks** | **Apply** | **CO1** |
| **23** | Mr. Sharma, a middle-aged graduate businessman, owns and runs a 50-year-old textile emporium that he inherited from his late father about a decade ago. This emporium is the oldest shop located in one of the busiest and most highly commercial markets of South Delhi, which is surrounded by a series of modern and Gen Z retail shops, each of which offers a variety of specialized merchandise with premium brands of apparel and other services to the customers. The emporium is the oldest outlet yet strategically located in the marketplace, and stocks reasonably good merchandise. However, the outlet is very old and has a traditional look without any changes since its inception. Since the last couple of years, Mr. Sharma has keenly observed and realized that despite being the oldest shop offering a wide range of merchandise at value-for-money prices and with reasonably loyal clientele found that the business was slowing down consistently signalling the onset of poor demand and thereby affecting the sales and profits. Disheartened by the current state of the business Mr. Sharma was trying to identify and figure out the reasons for its poor performance and is all set to improve the footfalls shortly if he gets the right guidance and direction to turnaround.(a) Examine the role of visual merchandising in attracting the attention of potential customers for Mr. Sharma’s outlet.(b) Elaborate on the key store atmospheric components that Mr. Sharma should focus on. | **15 Marks** | **Apply** | **CO4** |
| **24** |  Assume a leased department operator studies three possible locations with 200, 300, and 500 total square feet of store space allocated to men’s cologne. A group of customers lives 7 minutes from the first location, 10 minutes from the second, and 15 minutes from the third. The operator estimates the effect of travel time to be 2.1. Calculate the probability of consumers shopping for the 3 locations
2. If 200 shoppers for men’s cologne live 7 minutes from location 1 estimate how many of them will shop there
 | **15 Marks** | **Apply** | **CO2** |