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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - December 2025

Date: 24- 12-2025

Time: 09:30am - 12:30pm

School: SOM-PG	Program: MBA	
Course Code : MBA3138	Course Name: Retail Management	
Semester: III	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	32	34	34		

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer all the Questions. Each question carries 3 marks.

10Q x 3M=30M

1.	Summarize the meaning and scope of retailing.	3 Marks	L2	C01
2.	Interpret the major developments shaping India's retail landscape today.	3 Marks	L2	C01
3.	Classify the major categories of retailers found in the market.	3 Marks	L2	C01
4.	Discuss the components of the retail mix.	3 Marks	L2	C01
5.	Illustrate how store layout affects customer movement.	3 Marks	L2	C02
6.	Outline the major factors used to evaluate a retail site.	3 Marks	L2	C02
7.	Discuss the importance of Customer Relationship Management in retailing.	3 Marks	L2	C02
8.	Summarize the merchandise management process.	3 Marks	L2	C03
9.	Compare the basic retail pricing strategies.	3 Marks	L2	C03
10.	Outline the elements of the retail communication mix.	3 Marks	L2	C03

Part B

Answer the Questions.

Total Marks 40M

11.	a.	Apply the concept of the retail mix to design a basic strategy for a new neighbourhood grocery store.	10 Marks	L3	C01
Or					
12.	a.	Demonstrate how different types of retailers can be matched to specific customer needs in an urban market.	10 Marks	L3	C01

13.	a.	Illustrate how multichannel retailing can be used by a small clothing boutique to expand its customer reach.	10 Marks	L3	C01
Or					
14.	a.	Apply store layout principles to organize an efficient floor plan for a medium-sized electronics store.	10 Marks	L3	C02

15.	a.	Use site evaluation criteria to choose the most suitable location for a new café in a residential area.	10 Marks	L3	C02
Or					
16.	a.	Demonstrate how CRM tools can be implemented to improve repeat purchases in a retail store.	10 Marks	L3	C02

17.	a.	Apply the merchandise management process to plan the assortment for a seasonal product category.	10 Marks	L3	C03
Or					
18.	a.	Use elements of the retail communication mix to design a promotional plan for a newly launched private-label product.	10 Marks	L3	C03

Part C

Answer all the Questions. Each question carries 15marks

2Q x 15M=30M

19.	a.	BreezeMart is a mid-sized supermarket chain located in Tier-2 Indian cities. Over the past year, the store has seen a steady decline in customer footfall despite maintaining competitive pricing. The store layout has not been updated for nearly five years, leading to cluttered aisles and poor product visibility. Competitors have modernized their layouts and introduced technology-enabled navigation, making the shopping experience faster and more intuitive. Customer feedback indicates increasing dissatisfaction with product placement and difficulty in locating frequently purchased items. The management team is unsure whether the decline is driven mainly by layout issues	15 Marks	L4	C02
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		<p>or broader market changes. They now want to understand which operational or strategic factors require immediate attention.</p> <p>Analyze the internal operational factors and external competitive pressures contributing to BreezeMart's declining customer footfall. (10 marks)</p> <p>Examine how poor product visibility and outdated aisle design are affecting customer shopping behavior in BreezeMart. (5 marks)</p>			
20.	a.	<p>UrbanWear, a youth-focused fashion retailer, recently launched a private-label brand alongside its existing national brands. Initial sales were below expectations, even though private-label products were priced 20% lower. Customers reported confusion because the visual merchandising for national and private-label categories looked almost identical. Store promotions also emphasized discounts on national brands, overshadowing the new private-label line. Management suspects that inconsistent communication and weak differentiation may be affecting product perception. Competitors who launched private labels successfully invested heavily in store signage and exclusive display zones. UrbanWear wants to understand why their private-label initiative is struggling compared to competitors.</p> <p>Break down the reasons for UrbanWear's private-label underperformance by analyzing merchandising strategy, communication inconsistencies, and category differentiation issues. (10 marks)</p> <p>Differentiate the customer perception challenges faced by private-label items compared to the national brands sold by UrbanWear. (5 marks)</p>	15 Marks	L4	C03