



PRESIDENCY UNIVERSITY

BENGALURU

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Mid - Term Examinations – November 2025

Date: 14-11-2025

Time: 02:30Pm – 04:00Pm

School: SOM-PG	Program: MBA	
Course Code: MBA3138	Course Name: Retail Management	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	22	28	-	-	-

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 3marks.

5Q x 3M=15 Marks

1	State the definition of retailing and list three distinct activities that fall within its scope.	3 Marks	L1	C01
2	Describe the differences between a Specialty Store and a Department Store based on their width of merchandise assortment and target customer base.	3 Marks	L2	C01
3	Identify one major opportunity and one primary challenge currently facing the organized retail sector in India.	3 Marks	L2	C01
4	Discuss any three practical benefits that adopting a robust Multichannel Retailing strategy offers to a retailer.	3 Marks	L2	C01
5	Explain the concept of Grid Store Layout.	3 Marks	L2	C02

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	"The Indian retail sector presents a massive market opportunity but is hampered by complex challenges." Discuss the most significant challenges. and the two primary opportunities that define the current retail scenario in India.	10 Marks	L2	CO1
Or				
7.	<p>A large retail group is debating whether to launch a Category Killer format (deep assortment in a specific category) or a Department Store format (broad assortment across multiples categories) in a major metropolitan area.</p> <p>Explain the respective competitive advantages and disadvantages of each format, focusing on inventory management, operational costs, and customer traffic. Explain which of the two formats represents the lower strategic risk for the retailer, assuming the market already has strong independent specialty stores and a well-established e-commerce presence.</p>	10 Marks	L2	CO1

8.	Store Layout is a powerful tool used to control customer traffic and maximize exposure to merchandise. Demonstrate the effectiveness of a Free-Flow Layout versus a Racetrack/Loop Layout in achieving key store planning objectives like encouraging impulse buying and maximizing exposure to new merchandise. Subsequently, execute an ideal Store Layout for a high-end fashion boutique, using a labeled diagram (mental illustration) and demonstrating your layout choice based on the desired customer experience and the nature of the merchandise.	10 Marks	L3	CO2
Or				
9.	<p>Store Design (including atmosphere, exterior, lighting, and fixtures) must function as an integral part of a retailer's overall Retail Strategy.</p> <p>Interpret how the strategic choice between a Value Discount Retailer (e.g., a Hypermarket focused on low price) and a Premium Lifestyle Retailer (e.g., a jewelry store focused on exclusivity) dictates the requirements for their Store Design and Personnel (Customer Service). Illustrate the specific features of the design and service approaches for both types of retailers and explain the rationale behind the differences in investment and presentation.</p>	10 Marks	L3	CO2

Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>"The Urban Greens Grocer"</p> <p>Urban Greens Grocer (UGG) is a new retailer launching in India, targeting young, affluent, health-conscious urban professionals (age 25-40) who value quality and convenience. They aim to fill the gap between traditional Kirana stores and large, impersonal hypermarkets. UGG specializes in locally sourced organic produce, gourmet ready-to-eat meals, and imported health foods.</p> <ul style="list-style-type: none"> • Location: UGG plans to open its first store (3,500 sq. ft.) in a high-footfall commercial-residential complex in Mumbai, where high-street retail rent is premium. • Target Positioning: Premium quality, personalized service, and sustainability. <p>UGG must establish a clear strategy. They are evaluating two primary Retail Format options:</p> <ol style="list-style-type: none"> 1. Specialty Store Format: Focus purely on gourmet/organic items, offering limited breadth but exceptional depth and expert advice. 2. Supermarket Format: Offer a wider range, including conventional packaged goods and household essentials, to increase transaction size. <p>If UGG chooses the Specialty Store Format, they must ensure their Retail Mix consistently supports their Premium Positioning and justifies the high price point necessary to cover the premium real estate costs. Given their focus on experience and freshness, UGG recognizes that the store environment is critical.</p> <ul style="list-style-type: none"> • They need a Store Layout that encourages browsing, allows customers to feel and examine the produce, and promotes impulse purchases of high-margin prepared foods and impulse buys (e.g., cold-pressed juices). • They need Store Design elements that communicate freshness and sustainability while facilitating personalized service. <p>QUESTIONS</p> <ol style="list-style-type: none"> 1. Based on UGG's target customer and market position (filling a gap between Kiranas and hypermarkets), choose the Specialty Store Format over the Supermarket Format. 2. To maximize customer dwell time and impulse purchases of gourmet meals, sketch the most suitable Store Layout for UGG's 3,500 sq. ft. space. 3. UGG is considering a Multichannel approach. Choose a strategy for integrating online ordering with the physical store, focusing on how BOPIS (Buy Online, Pick-up In Store) would address the target customer's need for convenience without compromising the in-store premium experience. 	15 Marks	L3	CO2
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