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**PRESIDENCY UNIVERSITY, BENGALURU**  
**SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

**END TERM FINAL EXAMINATION**

I Semester AY 2017-2018

Course: **MKT 304, RETAIL MANAGEMENT**

15 December 2017

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**Instructions:**

- i. Write legibly
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**Part A**

**(5 Q x 4 M= 20 Marks)**

1. What is a Universal Product Code (UPC)? How does this code enable manufacturers, distributors, and retailers to track merchandise throughout the supply chain?
2. What are the benefits of RFID?
3. What is Bullwhip effect in uncoordinated supply chain in Retail Management?
4. As the athletic shoe buyer for Sport Authority, how would you go about forecasting sales for a new Nike running shoe?
5. Explain the differences between pull and push supply chains with a suitable example from Industry.

**Part B**

**(5Q x 8M= 40 Marks)**

6. As an architect for retail space, you are responsible for Americans with Disabilities Act compliance. How would you make sure that a store's retail layout both meets accessibility requirements and enables the company to reach profitable objectives?
7. What types of retailers often use a high/low pricing strategy? What types of retailers generally use an everyday low-pricing strategy? How would customers likely react if a retailer switched its pricing strategy from one to the other? Explain your response.
8. Explain how an efficient supply chain system can increase a retailer's level of product availability and decrease its inventory investment.
9. Why haven't more fashion retailer adopted an integrated supply chain system similar to Zara's?
10. A CRM program focuses on building relationship with a retailer's better customer. Some customers who do not receive the same benefits as the retailer's best customers may be upset because they are treated differently. What can retailer do to minimize this negative reaction?

### Part C

**(2Q x 20 M= 40 Marks)**

11. (A) Assume that a retailer originally priced a private-label DVD player at \$90 and raised the price to \$100. Prior to raising the price, the retailer was selling 1,500 units a week. When the price was increased, sales dropped to 1,100 units per week. What is the price elasticity of the product?  
(B) What is the significance of this answer related to goods or services and gasoline?
  
12. Think of one of your favorite places to shop. How does this retailer create customer loyalty and satisfaction, encourage repeat visits, establish an emotional bond between the customer and the retailer, know the customer's preferences, and provide personal attention and memorable experiences to its best customers?



**PRESIDENCY UNIVERSITY, BENGALURU  
SCHOOL OF MANAGEMENT**

Max Marks: 60

Max Time: 120 Mins

Weightage: 20 %

**2016 MBA III SEMESTER**

**MID TERM EXAMINATION**

I Semester AY 2017-18

Course: **MKT 304, Retail Management**

12<sup>th</sup> Oct'17

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**Instructions:**

- i. Write legibly
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**Part A**

(5 Q x 2 M= 10 Marks)

1. Distinguish between variety and assortment. Why are these important elements of the retail market structure?
2. What capabilities are needed to be an effective multichannel retailer?
3. Does the customer buying process end when a customer buys some merchandise? Explain your answer.
4. Why would a Payless Shoe Source store locate in a neighborhood shopping centre instead of a regional shopping mall?
5. Why is store location such as important decision for retailers?

**Part B**

(6Q x 5 M= 30 Marks)

6. From a personal perspective, how does retailing rate a potential career compared with other you are considering?
7. How does Walmart contribute and detract from the communities in which it operates stores?
8. Chose a small, independent retailer, and explain how it can compete against a large national chain.
9. The same brand and model of personal computer is sold by specialty computer stores, discount stores, category specialist, online retailers, and warehouse stores. Why would a customer chose one retail format over the others?
10. Should a multichannel retailer offer the same assortment of merchandise for sale, at the same price, on its Web site and in its store? Why or why not?
11. A family-owned used-book store across the street from a major University campus wants to identify the various segments in its market. What approaches might the store owner use to segment its market? List two potential target market segments based on this segmentation approach. Then contrast the retail mix that would be most appropriate for the two potential target segments?

## Part C

(2Q x 10 M= 20 Marks)

12. Amazon.com started as an internet retailer selling books. Then it pursued a variety of growth opportunities including to groceries, DVDs, apparel, software, and travel services; introducing e – readers operating the internet channel for other retailers; and hosting virtual stores for small, independent retailers. Evaluate these growth opportunities in terms of the probability that they will be profitable business for Amazon.com. What competitive advantages does Amazon.com bring to each of this business?
13. At many optical stores, you can get your eyes checked and purchase glasses or contact lenses. How is the shopping experience different for the service as compared to the product? Design a strategy to get customers to purchase both the service and product. In so doing, delineate specific action that should be taken to acquire and retain optical customers.