



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

Set C

COMPREHENSIVE EXAMINATION

III Semester 2016-17 Course: MBA A 219 **Retail Management**

09 December 2016

Instructions:

- i. Write legibly
- ii. Scientific and non programmable calculators are permitted

Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. What is the full form of 'EOQ'?
2. What is the meaning of 'shrinkage'?
3. Write formula for 'monthly reductions'
4. What is the full form of 'ROA'?
5. What is the formula for 'average inventory of the month'?
6. What is the full of 'SKU'?
7. Write formula for 'quantity available'.
8. What is the meaning of 'staple'?
9. What is the meaning of 'merchandizing'?
10. What is the full form of 'AIDA'?

Part B

Answer the following questions

(8 Q x 5 M= 40 Marks)

1. Explain five factors affecting buying decision of the customers at the store.
2. Explain the differences between product retailing and service retailing with examples.
3. Explain five types of stores with examples.
4. Explain two key 'objectives of a good store design' with examples.
5. What is retailing and what are its characteristics
6. In a situation in which the lead time is two weeks, the buyer reviews the SKU once a week, 18 units of backup stock are needed to maintain the product availability desired, and the sales rate
7. Explain the role and influence of visual merchandizing as a communication tool.
8. Define marketing communication method and Explain five major categories of marketing communication.

Signature

Part C

Answer the following questions

(2 Q x 20 M= 40 Marks)

1. Draw response hierarchy model and explain each stage with examples.

2. Case study:

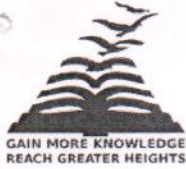
Rahul, son of a very successful Bangalore – based businessman decided to venture into the business of specialty retailing after his MBA. Café shops had always earned a special place in his heart since his college days and so he decided to open a café shop near Hebbal.

Location wise, Café Point, Rahul's brainchild was perfect. The place was in the vicinity of several management and general colleges. Also, there were various shopping malls and big brand retail stores nearby. In short, the café shop was ensured of garnering both eye balls as well as footfalls. The exterior presentation of the store was perfectly done. The exterior sign along with well defined walks and entry with some amount of landscaping in front was just perfect for any potential customer to drop I and check out the shop and its services. Rahul had a friend who was in a placement consultancy firm who helped him source the right kind of manpower for Café Point. The service staffs were found to be quite skilled in customer service and product knowledge. Café Point, apart from offering coffee also offered pizzas, burgers, pastries, fruit juices etc. It was found that during the day, Café Point mainly had visitors who were college goers but in the evenings or during the weekends, there were many families who were frequenting the shop.

The colour scheme that Rahul decided upon for his shop was grey interiors and the dresses of his service staff were also of the same colour to bring in consistency. The mates on the tables were also of the grey colour and the shop was dimly illuminated most of the time. Instrumental music was mostly played at the shop. After a span of some 3-4 months, Rahul noticed that there was hardly any additional footfall in the store. Actually footfalls had dropped and most of the customers who visited the shop were new faces. It meant that people who had once experienced the shop did not feel like coming back which was quite contrary to what is observed among customers in Notes the context of café shops. They generally like to hang out at their favourite café shops. What was wrong? Rahul pondered. He had a great service staff, had competitive menu and above all, his shop was at a great location.

Questions:

- Explain retail marketing mix.
- Comment on the retail marketing mix adopted by Rahul for Café Point.
- What are your recommendation that will allow Rahul to enhance footfalls at his shop and improve repeat customers visit to Café Point?



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Max Marks: 80

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Set B

MID TERM EXAMINATION

III Semester 2016-17 Course: MBA A 219 :Retail Management

04 October 2016

Instructions:

- i. Write legibly
- ii. Scientific and non programmable calculators are permitted

Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. Describe 'key activities of retailers'.
2. List 'basic retail pricing strategies'.
3. Write 'responsibilities of store manager'.
4. Define 'retail format'.
5. Define 'merchandizing management'
6. Explain the term 'retail logistics'
7. What is the meaning of 'privilege card'?
8. What is the meaning of hypermarket?
9. Write two examples of manufacturer to consumer in India.
10. Explain product assortment?

Part B

Answer the following questions

(6 Q x 5 M= 30 Marks)

1. Describe the 'key drivers of retail change in India'.
2. List eight 'prominent sectors of Indian retail'.
3. Describe the advantages and disadvantages of convenience stores
4. Explain five types of 'retail stores' with examples.
5. Explain about ecommerce retailing mechanism in India.
6. Explain Indian Government ventured retail stores evolution.

Part C

Answer the following questions

(2 Q x 15 M= 30 Marks)

1. Shoppers' Stop was started by C.L. Raheja in 1991 when organized retailing was unheard of in India. Since then, this form of organized retailing has grown from just Rs 50 bn in 1999 to an estimated Rs 300 bn in 2004, making it the fastest-growing industry in the country. By December 2004, Shoppers' Stop was the leading player in the Indian retail sector with 16 stores (across India), with a total retail space of 725,000 sq ft. Shoppers' Stop had 2,100 employees in 2004, up from 1,150 in 2003. The retailers' main focus was on the customer and the person who attended to the customer - the employee.

In their bid to delight customers, every retail player, namely Westside, Lifestyle, and Shoppers' Stop continually emphasized training employees through various programs

Questions:

1. Retailing is a very competitive industry, where customer satisfaction is the key to success. How has Shoppers' Stop met this objective through its employees?
2. Retaining employee morale has contributed a lot to the success of Shoppers' Stop. How much of the company's turnaround can be attributed to human resource management?

2. Solve the following case:

Big Bazaar has strong own brand names in its portfolio across product categories. The brands include Pantaloon, John Miller, and Bare. Higher percentage of "own brand" sales improves margins, thus reducing the breakeven level of sales. Big Bazaar has diversified from apparels to household items in its discount stores. This has enabled them to enlarge their basket of offerings. Big Bazaar offers products and services such as a chemist, a photography shop, a bakery, financial products, automobile accessories, bicycles, and electrical hardware among other items – the range is vast and fulfils practically every need of the consumer under one roof. This is backed by complete automation of the retail outlets. The company's operations are fully integrated and aimed at giving its operating efficiency a boost.

In India, especially in metro cities like Mumbai, Bangalore, Kolkata, and Hyderabad, where the population is dense and consists of a big higher middleclass, the concept of discount stores is gaining wide acceptance. The company plans to expand rapidly. The company has been allotting shares to promoters at SEBI formula price. It plans to borrow heavily to fund its expansion plans. As a consequence of increase interest payment and depreciation expenses, the net profit margins would remain flat. The company is facing limited competition from the similar kind of retail format. Big Bazaar offered discounts in the range of 2-60 percent.

In the context of Big Bazaar retail mix strategy, evaluate the scope for organized retailing in India.



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04 October 2016

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Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. What are the functions performed by retailers?
A: Buying and assembling, Warehousing and storing, selling, assumption of risk, grading
2. What are the basic retail pricing strategies?
A: Demand Oriented, Cost oriented, and Competition oriented
3. What are the responsibilities of store manager?
A: Effectively communicate the product offerings to customers
4. What is a retail format?
A: Package' that the retailer presents to the shopper.
5. Define merchandizing management?
A: Refers to the variety of products available for sale and the display
6. Explain the term retail logistics?
A: Process of managing the flow of merchandise from the source of supply to the customer.
7. What is the meaning of 'privilege card'?
A: Appreciation card given for consumer as a discount to buy other product
8. What is the meaning of hypermarket?
A: Variety and huge volumes of exclusive merchandise at low margins.
9. Write two examples of manufacturer to consumer in India.
A: Bata and Raymond
10. Explain product assortment?
A: Keep the stock in orderly fashion to visible to customer in a sequence

Part B

Answer the following questions

(6 Q x 5 M= 30 Marks)

1. Describe key drivers of retail change in India?
A: Changing Income Profiles.....Diminishing difference between Rural and urban India
2. List 08 prominent sectors of Indian Retail?
A: Clothing, textiles and fashion Accessories...Food & food Services:
3. Describe the advantages and disadvantages of convenience stores?
A: The corner grocer or the 'Kirana' StoreConvenience
4. Explain at least 5 types of retail stores?
A: Departmental storeSpecialty storeShopping malls
5. Explain about ecommerce retailing mechanism in India.
A: Connecting "Seller and Buyer" – Ecommerce – No inventories
6. Explain Indian Government ventured retail stores evolution.
A: Public Distribution System.... rationing system'

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A: Non financial rewards to employees – treating employees as core primary customers

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A: Own brands ... Higher margins Apparel to household.... Larger population of middleclass