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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2021

Course Code : BBA3023

Course Name : Sem V - BBA3023 - Retail Management

Program : BBA

Date : 2-NOV-2023

Time : 11:30AM - 1:00PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. List out the non-store-based nontraditional formats of retailing.
(CO1) [Knowledge]
2. Outline the differences between specialty stores and department stores.
(CO1) [Knowledge]
3. List out the analysis carried out as part of the situational audit during the retail planning process.
(CO2) [Knowledge]
4. Describe the concept of trading area.
(CO2) [Knowledge]
5. Describe the Huff Gravity model for estimating potential sales for a retail store.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Examine the social and economic significance of retailing in India.
(CO1) [Application]

7. "Around two dozen international brands are expected to enter India in 2023, the most in a decade, according to property consultants. This is up from one global brand in 2020, three in 2021, and 11 in 2022. Brands including Roberto Cavalli, Foot Locker, Lavazza, Armani Caffè, Jamba, and The Coffee Club are among those likely to establish a presence in India." Examine the factors that encourage global brands to set up stores in the Indian market.

(CO1) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. "A poor location may be such a liability that even super retailers cannot overcome it." Prepare a list of factors that retailers need to consider before they select a site for the retail store.

(CO2) [Application]