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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA3023

**Course Name**: Retail Management

**Program:** BBA

**Date**: 02 / July / 2024

**Time**: 9:30 AM-12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. List out the non-store-based nontraditional formats of retailing. (C.O.No.1) [Knowledge]

2. Describe the concept of a trading area. (C.O.No.2) [Knowledge]

3. Outline the differences between staple merchandise and seasonal merchandise. (C.O.No.3) [Knowledge]

4. Define retail strategy. (C.O. No. 2) [Knowledge]

5. A retailer plans to open a new store that will specialize in collegiate merchandise near a university. List some promotional methods that the retailer can use to generate interest. (C.O.No.5) [Knowledge]

6. Bata is selling its woven peach casual shoes for women for Rs 849. Identify the pricing method used. (C.O.No.5) [Knowledge]

7. Define omni-channel retailing. (C.O.No.2) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Review the social and economic significance of retailing. (C.O.No.1) [Comprehension]

9. Describe demand-oriented and competition-oriented pricing strategies (C.O.No.5) [Comprehension]

10. According to analytics by McKinsey on grocery retailers, merchandising assortment plan helps them reduce the number of SKUs by 36% while increasing sales and gross margins by up to 2%. Each retailer will pursue different retail assortment strategies based on their targets. Describe the retail assortment strategies. (C.O.No.3) [Comprehension]

11. " 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. (C.O.No.1) [Comprehension]

12. The retail segment is constantly changing, and new retail industry trends can have a huge impact on how businesses make decisions. In the light of the above statement, examine the recent trends in the retail sector. (C.O.No.5) [Comprehension]

13. Illustrate the types of retailers based on ownership. (C.O.No.1) [Comprehension]

14. A proper merchandise plan is crucial for retailers as it helps maximize profitability by stocking the right products in the right quantities at the right time. In today’s fast-paced retail environment, merchandise planning is essential for retailers to remain competitive and meet customer expectations. Explain the merchandise planning process. (C.O.No.3) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. The Grand Venice Mall has been designed as per international standards and introduces the unique concept of Venetian architecture. From its architecture and canals to its unique pulsating energy, the mall brings alive the magic of Venice in India. The design elements of the mall are the Leaning Tower of Pisa, Gondolas and inbuilt canals for gondola rides, Julius Caesar, a musical fountain, and a magic sky. It also has the Dodges Palace, Italy, and other tourist elements like Fountain D’ Trevi, the Statue of Julius Caesar, and the clock tower – all reminiscent of Italian architecture and its glory. On the inside, there are two canals complete with Gondola rides. The inside is a replica of Venice city architecture, including the famous Leaning Tower of Pisa.

1. Determine the type of shopping centre illustrated in the above case.
2. Classify the types of locations available to the retailers (C.O. No.1) [Application]

16. Dayal Furnishings is a big manufacturer of textile furnishings and currently supplies its products to large retail outlets in major cities. Now the company has decided to start a chain of retail outlets throughout the country with an investment of Rupees 2000 crores.    
  
(a) Examine the role of visual merchandising and store atmospheric components in attracting the attention of potential customers of Dayal Furnishings.  
(b) If you are appointed as a store manager at an outlet of Dayal Furnishings, prepare a list of responsibilities in your capacity as a store manager. (C.O.No.4) [Application]

17. Mr. PQR has set up a jungle-themed restaurant in Delhi. It is an amusement park with a dining space with robotic animals and simulated thunderstorms. Mr. PQR wants to convert this venture into a franchise format in other metro cities of India.

(a) Would you advise franchising retail format for Mr. PQRs venture? Give reasons.

(b) Recommend a retail promotion mix for the above venture.

(C.O.No.1) [Application]