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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021  
**Course Code :** BBA3023  
**Course Name :** Retail Management  
**Program :** BBA

**Date :** 08-JAN-2024  
**Time :** 1:00 PM - 4:00 PM  
**Max Marks :** 100  
**Weightage :** 50%

**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 2M = 10M**

1. Define omni-channel retailing.  
(CO1) [Knowledge]
2. Define Stock Keeping Unit?  
(CO3) [Knowledge]
3. 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.  
(CO5) [Knowledge]
4. Bata is selling its woven peach casual shoes for women for Rs 849. Identify the pricing method used?  
(CO5) [Knowledge]
5. In a small town, there are only two gas stations. The two gas stations are engaged in tough competition with each other, undercutting prices to attract the most customers. One day, the manager at one of the gas stations decides to schedule a meeting with the manager at the other gas station. He says: "Over the past few months, our profits have declined because we have been decreasing our prices to drive traffic away from each other—why don't we both agree on a price to charge customers so we can extract more profits from them? The other manager agrees, and the gas stations collectively decide to raise prices from \$100 to \$200. Given no other options, consumers are forced to pump gas at \$200. Identify the illegal pricing strategy used in the above scenario..  
(CO5) [Knowledge]

## PART B

### ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. 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.  
(CO1) [Comprehension]
7. A fast-food chain has decided to open outlets in a combination of isolated locations, unplanned business districts and planned shopping centres. Review the retail strategy of the fast-food chain with respect to its decision on setting up these locations.  
(CO2) [Comprehension]
8. Clothing and shoe stores like Nordstrom carry one or two types of products, shoes, and clothing, respectively, but the variants within those types are extensive. Predict the assortment strategy used by Nordstrom and review the retail assortment strategies used by other retailers.  
(CO3) [Comprehension]
9. A proper merchandise plan is crucial for retailers as it helps maximise 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.  
(CO3) [Comprehension]
10. 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.  
(CO5) [Comprehension]

## PART C

### ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. 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.
- (CO2) [Application]
12. 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.
- Questions:**
- (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.
- (CO4) [Application]