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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term Examinations, August 2024**

**Winter Semester**: 2023-24

**Course Code**: BBA 3023

**Course Name**: Retail Management

**Program & Sem**: BBA

**Date**: 09-08-2024

**Time**: 1:00pm-4:00pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questionscarefully 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. (5Qx 2M=10M)**

1. List out the non-store-based nontraditional formats of retailing. (CO2) [Remember]
2. Examine the role of retailers in a supply chain. (CO1) [Understanding]
3. Outline the differences between specialty stores and department stores. (CO2) [Remember]
4. Describe the concept of trading area. (CO2) [Remember]
5. Define Omni-channel retailing. (CO1) [Understanding]
6. Define retail strategy. (CO1) [Understanding]
7. List out the strategic opportunities available to retailers in order to increase retail sales.

(CO1) [Understanding]

**Part B**

**Answer any Five Questions. (5Qx 10M=50M)**

1. Evaluate the pros and cons of implementing a self-checkout system in a retail store.

(CO1) [Understanding]

1. Design a loyalty program that integrates both in-store and online shopping experiences. What features would you include to maximize customer retention? (CO1) [Understanding]
2. Examine the relationship between store location and customer demographics. How can this information be used to enhance store performance?

(CO1) [Understanding]

1. “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.

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

1. 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. (CO1) [Understanding]
2. 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. (CO4) [Application]
3. Urban Outfitters is a popular retail chain known for its trendy clothing, accessories, and home decor. The company has enjoyed success in urban areas but is now considering expanding into suburban and rural markets. Urban Outfitters aims to understand how to adapt its business model to cater to new customer demographics while maintaining its brand identity. (CO4) [Application]

Q. Analyze the potential impact of adapting the Urban Outfitters store format on its brand identity.

**Part C**

**Answer any Two Questions. (2Qx 20 M=40M)**

1. GreenMart is a local grocery chain with 15 stores located in urban and suburban areas. Established in the 1980s, GreenMart built a reputation for fresh produce, organic products, and excellent customer service. However, in recent years, the chain has faced declining sales and customer traffic due to increased competition from both large supermarket chains and online grocery services.

(CO4) [Application]

Q. Evaluate GreenMart’s approach to technology integration. What additional technologies or improvements should be considered?

1. TechShop is a small electronics retailer with five stores in a mid-sized city. Established in 2005, TechShop initially thrived by offering a wide range of electronics, personalized customer service, and competitive prices. However, in recent years, the retailer has faced declining sales due to the rise of e-commerce giants and big-box retailers, which offer similar products at lower prices and with greater convenience. Assess the effectiveness of TechShop’s digital marketing efforts. What other digital marketing strategies could be employed to attract more customers and increase engagement? (CO4) [Application]
2. 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. (CO4) [Application]