

5. Attempt any two parts of the following : (2x10=20)

- (a) "Shopping in world store is the same as shopping in our mom and pop store." Do you agree ? Discuss this while stating the difference between the two.
- (b) "Culture is some thing which is the most crucial factor which should be considered while entering a foreign market." Discuss this statement with references to a real life example from your environment.
- (c) What are loyalty programmes ? What purpose do they serve in the overall retail business ? Can they be instrumental in defining the success of an multinational retailer ? Explain.

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(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7153

Roll No.

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MBA

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

RETAIL MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Attempt ALL questions.

(ii) All questions are Compulsory.

1. Attempt any four parts of the following : (4x5=20)

- (a) Define retailing. Discuss the scope and prospects of retail sector in the Indian context, describing the drivers of growth of retailing in the country.
- (b) "Building a relationship in retailing is the building block for success." Discuss.
- (c) What are the stages of consumer decision making and their impact on retail strategies ? Explain with suitable examples.
- (d) "Organized retail has massive potential for growth in the Indian market but there are a number of impediments in its way to success". Discuss the various structural changes that would be required for the growth of the Indian retailer sector.

- (e) "To understand a customer is difficult and to sell a product to him is all the more difficult." Discuss this statement with the help of highlighting the importance of retailing.
- (f) "The retail sector in India is at its nascent stage, many steps are required to be taken by the government." Discuss.

2. Attempt any two parts of the following : (2x10=20)

- (a) "The growing intensity of retail competition due to emergence of new formats and technology plus shifts in customers needs in forcing the retailer to devote more attention to long term strategic planning." Keeping this statement in consideration, discuss the strategic planning process of retailing in detail.
- (b) "The organized retailing is only about 2 - 3% in India, the scope of its growth is very high that's why organized retailers like Walmart are entering in India." In the light of this statement highlight the various methods through which organized retailers are entering various countries.
- (c) "The success of retails hangs on one factor, customer satisfaction and store layout is essential to create it." In the light of the statement discuss the various retail store layouts in detail, with reference to customer satisfaction.

3. Attempt any two parts of the following : (2x10=20)

- (a) "Location, location, location" is the major factor leading to a retail firm's success or failure. Explain.
- (b) "Retailers come up with new and innovative ideas of promotions to maintain a strong foothold in the market". Discuss the various promotional methods available to retailers in India.
- (c) "Location is typically the prime consideration in the customers store choice decision." Discuss. How would you analyze the retail trading area ?

4. Attempt any two parts of the following : (2x10=20)

- (a) "Excellent customer service is the key to sustaining a competitive advantage in retailing." Critically evaluate this statement with the help of GAP model for improving customer service.
- (b) "EDLP is used by many retailers like Walmart, which is actually one of the most crucial strategies which has defined its success." Do you think that such strategy can be used by or is used by any Indian retailer ? Discuss various pricing strategy options available to retailers.
- (c) "The HR is as essential as the product assortment and variety as they are the last link with the customers." Correlate the various aspects of human resource management with retailing in detail.