

**M.B.A DEGREE EXAMINATIONS: JULY 2010**

Third Trimester

**MBA536: RETAIL MANAGEMENT**

**Time: Three Hours**

**Maximum Marks: 100**

**Answer ALL Questions:-**

**PART A (1 x 20 = 20 Marks)**

**1. Case Study:**

Tata Motors, the company which has regained a significant passenger car market share in India has let out an advertisement which is as follows.

Tata motors plans to become a major player in multi utility vehicle market; is in advanced stage of development. The company is gearing itself to launch India's indigenous vehicles in utility segments. Our target is to sell two lakhs units at the end of 2015 and garner a major share in the MUV segment.

We need partners to achieve this:

Appreciating the need for separate customer focus for this business, the company is looking to appoint exclusive dealers to market its MUV's.

If you share a business philosophy, which is truly customer oriented and are willing commit resource in creating a world class dealership we would embark on a mutually exciting partnership.

If this interests you, please write to us, giving details about, your current business, your vision, financial strength etc.

**Questions:**

- (i) Write a proposal to Tata Motors applying for a Dealership (5)
- (ii) Give a comprehensive report regarding your aspiration for a Dealership, highlighting your financial strength, infrastructural viability, trade networks and human resources. (15)

**PART B (10 x 2 = 20 Marks)**

2. Define Retailing
3. Mention the critical functions of a Retailer
4. What do you mean by the term "Atmospherics" in retailing?

5. What are the types of retail location? Give examples for each
6. What is meant by retail Franchising?
7. Who is a “Category Killer?”
8. Define the term “Visual Merchandising”
9. Define Staple Merchandise with examples.
10. Mention the components of Interior store design.
11. What is the UPC?

**PART C (4 x 15 = 60 Marks)**

12. a) Explain in detail the drivers towards the growth of Retail Industry in India.

**(OR)**

- b) How retail stores are classified? Explain it with reference to store based retailing.

13. a) Elaborate the process involved in Retail Site Evaluation

**(OR)**

- b) Enumerate the strategic planning process involved in setting up of Retail Business.

14. a) Discuss the attributes of interior and exterior store design in detail and illustrate the types of Layout with a neat diagram

**(OR)**

- b) Narrate the Emerging trends of retailing Market in India with suitable examples.

15. a) Explain the role and importance of Category Management in Retail Business.

**(OR)**

- b) Discuss the Merchandise Planning process in detail.

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