

M.B.A. DEGREE EXAMINATIONS: NOVEMBER 2009

Third Trimester

P07BA331: RETAIL MANAGEMENT**Time: Three Hours****Maximum Marks: 100****Answer ALL the Questions:-****PART A (1 x 20 = 20 Marks)****1. Case Study:-**

The Dubai-based Landmark Group which runs premium apparel and home furnishings retail chain in India plans to scale up its store count to 35 Lifestyle stores and 15 Home Furnishing outlets by 2011. The group plans to invest Rs.4.5 bn over the next two years to meet the expansion plans of the retail chain in India. Simultaneously, the company will also lower prices to attract more clientele to its outlets. The average store size for Lifestyle is about 40,000 to 50,000 square feet and that for Home Furnishing Center is about 18,000 to 20,000 square feet. Against this background answer the following;

- (i) Discuss the factors to be considered by Landmark Group in identifying the location for its new retail outlets. (12)
- (ii) Elucidate the strategies to be adopted by unorganized retailers to face the competition posed by the upcoming retail chains in the new locations. (8)

PART B (10 x 2 = 20 Marks)

2. Explain the 'Wheel of Retailing'.
3. List any two macro environmental factors influencing the growth of retail sector.
4. Highlight any two essential features of retailing.
5. What is an e-store?
6. Explain catalogue retailing.
7. What is trading area analysis?
8. Explain the term 'category' with the help of an example.
9. What is staple merchandise?
10. Explain any two methods of analyzing the merchandise performance.
11. Explain the term 'copy cat branding'.

PART C (4 x 15 = 60 Marks)

12 (a) Discuss the drivers to the growth of retail sector in India.

(OR)

(b) Arun want to start a retail venture and he seeks your advise regarding the environmental factors influencing the retail industry- Elucidate.

13 (a) Explain any five store based retail outlets highlighting the merits and demerits.

(OR)

(b) What do you mean by atmospherics? Explain the elements contributing to retail atmospherics.

14 (a) Write notes on

(i) Category management (8)

(ii) Retail Management Information System (7)

(OR)

(b) 'His & Hers' an apparel retail outlet wants you to design an attractive store layout. Discuss the options highlighting any two merits and demerits.

15 (a) Rhythm" a musical store wants to design a promotional strategy so as to attract more foot fall. Develop a promotional mix for the store.

(OR)

(b) Discuss the various methods of pricing that can be followed by a retailer. How can the price adjustments be made.
