

Register Number: _____

MBA DEGREE EXAMINATIONS APRIL 2015

IV SEMESTER

MBA 642: RETAIL MANAGEMENT

Time: Three Hours

Maximum Marks: 100

Case Study:

PART A (1 X 20 = 20 Marks)

1. P&G reported that its sales in the quarter. Its competitors Unilever PLC and Colgate Palmolive reported sales increase of 8.5% and 6.5% respectively. The problems lay in P&G's price war strategy to defend market share. As comparing its competitors sales P&G sales decreased in quarter. So P&G managers reduced prices to hold market share. This resulted in lower margins for the Company.

Questions:

- i) P&G managers decision is correct or not? Discuss.
- ii) Suggest ideas for increasing profits by increasing sales.

Answer ALL the Questions:

PART B (10 X 2 = 20 Marks)

2. What functions are expected from a retailer?
3. What are the characteristics of retailing?
4. Explain E-tailing retail format.
5. List out the features of direct selling retail format.
6. What are the common errors faced during searching store location?
7. Summarise the merits of segmenting retail market.
8. Define category Management.
9. Why supply chain Management is required?
10. How reference groups affect buying decisions?
11. List the various types of retail pricing?

PART C (4 x 15 = 60 Marks)

12 (a)

(OR)

(b) 13 (a)

(OR)

(b) 14 (a) (i) (3 Marks)

(ii) (12 Marks)

(OR)

(b) “SCM is the process of effectively managing the flow of materials, information & finished goods from manufacturing & distribution chain to the ultimate consumer” Justify it.

15 (a) “Setting the retail price of merchandise is a complicated, but the most important aspects of managerial decision making”. Explain.

(OR)

(b) Evaluate the different types of retail sales promotion programmes.