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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)
Fourth Semester, Master of Business Administration (MBA)
Semester End Examination; June - 2017
Retail Management

Time: 3 hrs   *Max. Marks: 100*

Note*: Answer all **FOUR** full questions from **PART-A** and **PART-B** (Case study) is Compulsory.*

PART - A

1 a.	Explain what is meant by Retail management and its characteristics.	10
b.	Explain the functions performed by the retailer.	10

OR

2 a.	Explain the challenges faced by the retail industry in India.	10
b.	Explain the retail strategy with respect to retail banking.	10
3 a.	Explain the benefits of retail market segmentation and criteria's for effective segmentation.	10
b.	Explain customer profile and different dimensions of segmentation.	10

OR

4 a.	Explain different types of retail location.	10
b.	Explain important factors to be considered for retail location decision.	10
5 a.	Explain the functions of merchandising in a retail organization.	10
b.	Explain the features of stores management.	10

OR

6 a.	Explain the features of category management.	10
b.	Explain visual merchandising.	10
7 a.	Explain the different steps in designing retail sales promotions.	10
b.	What are the external influences on retail pricing strategy?	10

OR

8 a.	What is meant by relationship, marketing and explain relationship marketing strategies.	10
b.	What is meant by loyalty programs and explain different classifications of loyalty programmes.	10

PART – B (Compulsory)

9. **Case Study:**

Future retail put Ltd. India's retailing pioneer is planning another first in an industry-loyalty driven convenience stores. The future group which brought organised retailing to India, will open in the next four years about 10,000 convenience stores where member shoppers will get more discounts than those offered by brick and mortar chains such as D'mart or online rivals Amazon and Flipkart, which recently entered groceries.

"No one can match the prices we will offer. We have built the entire eco system such a logistics, partnership with FMCG companies and customer database ground the stores. The concept is a hybrid between the Kirana (neighbourhood) store, connected commerce and large supermarket said Kishore Biyani CEO at Future Group . Each store will also have merchandise suited for that locality and consumer base. Data Analytics will help us to determine what to stock."

Each store will enroll 1500 customers for an annual fee. Shoppers will get 10% additional discount on each bill apart from existing applicable offers. Consumer credit, home delivery options and access to the online shopping platform.

These smaller stores will have three badges-Easy day, heritage retail and nilgirie's. the company is opening about 15 smaller stores a week and it is also opening a warehouse within 100kms radius of the stores to drive efficient logistics.

Questions:

a. Does this loyalty driven convenience stores concept will be a success or failure explain?   10

b. Explain the limitations and operational challenges that needs to be faced during Implementation phase.   10

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