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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; May/June - 2018

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. Define Retailing. Explain the characteristics of Retailing. 10
 b. Explain the role of MNCs in organized Retailing in India. 10

OR

- 2 a. Briefly explain Retailing Formats. 10
 b. "The competitive landscape of the Indian Retail Industry is going through a period of dramatic change"- Elaborate. 10
 3 a. What is market segmentation? Explain different types of Retail markets. 10
 b. Explain Strategies for effective Market segmentation. 10

OR

- 4 a. Explain the factors influencing the choice of retail locations. 10
 b. Explain various types of retail locations. 10
 5 a. Explain the significance of Branding in Retail Management. 10
 b. Explain product life cycle with suitable diagram and example. 10

OR

- 6 a. Explain different types of store layout. 10
 b. Explain different types of suppliers in Retail industry. 10
 7 a. What is Retail pricing? Explain the factors influencing Retail pricing. 10
 b. Explain different types of pricing strategies. 10

OR

- 8 a. Explain Relationship marketing strategies with suitable example. 10
 b. Distinguish between organized versus unorganized Retailing. Discuss with suitable examples. 10

Contd...2

PART - B (Compulsory)**9. Case Study:**

Shoppers stop, global retailers in India, was founded in 1991. When it began it was single store, today it is a retail chain in 38 stores in 17 cities offering men's wear, women's wear, children wear, home products accessories, and cosmetics.

Shoppers stop is a pioneer of organized retail in India with a large assortment of leading National and International brands. The store is popularly acclaimed by its customers which is achieved due to experienced professionals, supported by world class systems and practices. Shoppers stop further believes in providing customer priority which is why the loyalty program of theirs has more than 2 million satisfied customers and it contribute to 75% of sales. First citizen loyalty program is the most successful. The objective of this program is to ensure customer delite and customer satisfaction. This program analysis shows that members retain to this program due to these benefits.

- ❖ Reward points can be redeemed for wide variety of merchandise
- ❖ Exclusive schmes benefits promotions, invitations
- ❖ First citizen updated through unique service SMS, phase

Shoppers stop is associated with Citi bank to provide this program which help to manage the account, they can also opt financial services, EMI options. This loyalty program is one of the most successful in the Industry.

Questions:

- | | |
|---------------------------------------------------------------------------------------------------------------|----|
| a. Retail format of Shoppers stop is deparment store. Explain how successful is this format? | 10 |
| b. Loyalty program of Shoppers stop is successful. Explain how the programme is designed to retail customers? | 10 |

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