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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 - 2019

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 its characteristics and roles played by Retailing. 10
 b. What are the forces that are driving the Retailing? Explain. 10

OR

- 2 a. Explain various decisions taken in marketing towards Retailing. 10
 b. Explain the factors affecting the Retailing in India. 10
 3 a. What is Retail Advertising? Briefly explain the objectives of Retail Advertising. 10
 b. Explain the factors influencing the location decisions. 10

OR

- 4 a. Illustrate the Retail location process. 10
 b. What are the market demands potential for selecting a particular shopping centre? Explain. 10
 5 a. Discuss the advantages and disadvantages of Planned shopping centre. 10
 b. What is store layout? Explain the factors affecting store layout. 10

OR

- 6 a. Explain prerequisites for becoming successful in Retailing. 10
 b. Discuss the areas of opportunities in Retailing in India. 10
 7 a. Explain the dimension for segmentation in Retailing. 10
 b. Discuss the nature of the Retailing channels. 10

OR

- 8 a. Explain the factors influencing the Pricing strategy in Retailing. 10
 b. How has Customer Relationship Management improved Retailing? Explain. 10

Contd...2

PART - B (Case-Study is Compulsory)**9. Piramyd Retail (Resturcturing Retail Operations)**

Piramyd Retail decided to restructure its operations by having two separate CEOs for its Megastore and TruMart divisions. For its retail business to expand and grow aggressively there was a need to have separate divisions. There will be a special focus on both the divisions and each will be treated as a separate profit centre.

Piramyd has decided to focus on its in-store labels with more brands planned in the footwear, kids and home decor segment. At present, in-store brands comprise names such as Venpiuno and Boston club for men's wear, Rudra for women's wear and Peppermint for kid's wear. In-store labels contribute between 8 percent and 9 percent of Piramyd's turnover. It has been decided to add more private labels and this segment is expected to contribute between 15-20 percent of the total turnover.

At the same time, Piramyd retail is looking at new formats in retailing especially in the area of services. Having forged a tie up with L'Oreal of salons, it is now scouting for a partner in the area of travel services. The store is looking at setting up a travel shop to improve the quality of shopping experience of its consumers. The store constantly looks at creating sub categories as an extension to support the shopping experiences of consumers.

Piramyd expects its non-apparel business to grow at 25-30 percent rate compared to its apparel business, which is pegged to grow at 15 percent. To give a boost to its apparel business especially men's wear, Piramyd is running a 'men at work' promotion whereby it will holding sessions from eminent corporate honchos about how to dress at work.

Questions:

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| a. What are the rationales to restructuring Piramyd Retail? Explain. | 7 |
| b. Piramyd Retail constantly updating the services to improve shopping experience of consumers. Justify it. | 7 |
| c. How Piramyd promotes men's wear in apparel business? Discuss. | 6 |

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