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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; Aug. / Sep. - 2020****Retail Management***Munshi Venkatesh*Time: 3 hrsMax. Marks: 100

- Note:** i) Answer any **ONE** full question among **Q.1** and **Q.2** in **PART - A**.
 ii) Answer any **THREE** full questions among **Q.3** to **Q.8** in **PART - A**.
 iii) **Q.9** in **PART - B (Case Study)** is compulsory.

PART - A

- 1 a. Explain the importance of channel of communication and transport function in retailing. 10
 b. Discuss the changing trends in retailing. 10

OR

- 2 a. Compare and contrast with Discount Stores versus Category Killers. 10
 b. On what bases the retail organizations have been classified? Discuss. 10
 3 a. What factors tick the Retail shoppers to do excessive shopping? Explain. 10
 b. Explain the various impulses shopping behavior. 10
 4 a. What Retailers Need to do for customers to engage in Habitual Decision Making? 10
 b. What factors affect fashions in retail industry explain? 10
 5 a. Identify and explain the factors used to devise merchandising plan. 10
 b. What are the various approaches for building customer loyalty? Explain. 10
 6 a. Explain the structured guidelines for pruning the products. 10
 b. Explain the process for implementing merchandise plants. 10
 7 a. Discuss the strategic importance of date warehousing. 10
 b. Explain the importance of EDI. 10
 8 a. Explain the factors affecting retail pricing strategy. 10
 b. Explain the various pricing adjustments in retailing. 10

PART - B (Case study - Compulsory)

9. Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy. What are the underlying opportunities and challenges in this sector?

It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers.

It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market. With fast changes in rural market; some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that whether they should focus on value retailing or lifestyle retailing.

Retail cannot develop by setting up only malls. In order to promote retail we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions:

- a. How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms. 10
- b. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail? 5
- c. List the opportunities and threats before organized retailing. 5

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