



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; July / Aug. - 2022

Retail Management

Time: 3 hrs

Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1: The student will be able to systematically approach personal selling and sales targets

CO2: The student will be able to explain the basics of retail store management

CO3: The student will be able to systematically choose a location and layout of the store.

CO4: The student will be able to explain the concepts related to merchandise management.

CO5: Relate store management and visual merchandising practices for effective retailing.

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

Q. No.	Questions PART - A	Marks	BLs	COs	POs
1	a. Discuss the characteristics of retail marketing.	10	L1	CO1	PO2
	b. Explain the functions of retailing.	10	L2	CO1	PO3
OR					
2	a. Explain the trends in retail formats.	10	L2	CO1	PO4
	b. Explain the traditional retail formats.	10	L2	CO1	PO5
3	a. Explain the criteria for effective market segmentation.	10	L2	CO2	PO3
	b. Highlight the dimensions for segmentation in retail marketing.	10	L1	CO2	PO3
OR					
4	a. What are the different types of retail locations?	10	L1	CO1	PO4
	b. Discuss the factors to be considered during the site selection analysis.	10	L1	CO2	PO5
5	a. Write a brief note on the components of merchandise budget plan.	10	L1	CO3	PO3
	b. Explain the various types of suppliers who can be an option for Indian retailer.	10	L1	CO3	PO3
OR					
6	a. Discuss the consumer characteristics that influence the merchandise plan.	10	L2	CO3	PO4
	b. Explain the constraining factors influencing the merchandise plan.	10	L2	CO3	PO3
7	a. Explain the external factors influencing the retail pricing strategy.	10	L2	CO3	PO3
	b. Explain the objectives of PR and types of publicity.	10	L2	CO3	PO3
OR					
8	a. Explain the components of retail relationship strategy.	10	L3	CO4	PO1
	b. Write a note on loyalty programs and discuss in detail the classification of loyalty program.	10	L3	CO4	PO4

PART - B Case Study is compulsory

9. Bharat Petroleum: Marking a difference through innovative retailing.

Bharat petroleum's efforts have all along been a profound understanding of customer needs and relentlessly working towards fulfilling their needs. They provide added value to customers by remodeling and upgrading retails outlet. The outlets have been—well—equipped. BP has also pioneered the concept of convenience stores at select petrol pumps that operate under the name 'Bazaar'

Questions:

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|--|---|----|-----|-----|
| a. Evaluate the retail format of Bharat petroleum. | 6 | L4 | CO3 | PO3 |
| b. Discuss the business strategy followed by BP as compared to other similar business. | 7 | L4 | CO3 | PO4 |
| c. Identify the factors which have redefined the retail format for B.P. | 7 | L4 | CO3 | PO4 |

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