



# 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   | Marks | BLs | COs | POs |
|-----------------|---|-------|-----|-----|-----|
| <b>PART - A</b> |   |       |     |     |     |
| 1 a.            | Discuss the characteristics of retail marketing.  | 10    | L1  | CO1 | PO2 |
| b.              | Explain the functions of retailing.   | 10    | L2  | CO1 | PO3 |
| <b>OR</b>       |   |       |     |     |     |
| 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 |
| <b>OR</b>       |   |       |     |     |     |
| 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 |
| <b>OR</b>       |   |       |     |     |     |
| 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 |
| <b>OR</b>       |   |       |     |     |     |
| 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 retail 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:**

- |  |   |    |     |     |
|--|---|----|-----|-----|
| 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 |

\* \* \* \*