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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution under VTU, Belgaum)

Fourth Semester - Master of Business Administration (MBA)

Semester End Examination; June - 2016

Retail Management

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions in **PART - A** and **PART - B** is compulsory.*

PART - A

- 1 a. Define the term retailing. Briefly discuss the major functions of retailers. 10
 b. Explain about the retailing in rural India. 10

OR

- 2 a. Explain any four types of retail formats with suitable examples. 10
 b. Explain about the retail industry in India. 10
 3 a. Explain any two dimensions of segmentation with suitable examples. 10
 b. Explain any two types of retail locations. 10

OR

- 4 a. What are the factors influencing the customers in choosing retail shop? 10
 b. Discuss the major factors affecting the location decision. 10
 5 a. What do you mean by visual merchandising? What are the roles of visual merchandising in influencing customer behavior? 10
 b. What do you mean by brand? Discuss the role of brand in retailing. 10

OR

- 6 a. Discuss the main objectives of store design and layout. 10
 b. Explain in brief the major reasons for the emergency of category Management. 10
 7 a. What are the various factors that affect pricing by retailer? 10
 b. Explain any four types of retail pricing strategies. 10

OR

- 8 a. Write a note on role of Personal selling in retailing. 10
 b. Explain in brief the role of publicity in retailing. 10

Contd...2

PART - B**Case Study (Compulsory)**

9.

Pantaloon : ERP in Retail

More than eight years after it forayed into the retail business, Pantaloon retail decided to implement SAP to keep itself competitive in the rapidly growing Indian retail market.

Store operations have never been as important to retailers as they are now. Successful retailers are these who know that the battle for customers is only won at the frontline, which in the case of a retail chain is at its stores. Pantaloon was regularly opening stores in a metros and there was an urgent need for a reliable enterprise wide application to help run its business effectively. “The basic need was to have a robust transaction management system and an enterprise wide platform to run the operations”, says Rakesh Biyani, Director, and Pantaloon. The company was looking for a solution that would bring all of its business and processes together.

Questions:

1. Do you feel SAP will provide competitive solutions to pantaloon? Justify. 5
2. What are the challenges the company need to face during implementation? 5
3. Explain how SAP will help the pantaloon 10

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