



U.S.N

--	--	--	--	--	--	--	--	--	--

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/July - 2015
Retail Management

Time: 3 hrs

Max. Marks: 100

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

PART – A

- 1 a. Define Retailing: Why has the retailer emerged as a leader in the marketing Channel? 10
 b. What are the various drivers of retail changed in India? 10

OR

- 2 a. Explain the different types of retail format exist in Indian retailing with suitable example. 10
 b. Explain the challenges faced by organized retailers in India. 10
 3 a. What are the benefits of market segmentation for a retailer? 10
 b. Briefly explain the steps involved in choosing a retail location. 10

OR

- 4 a. Explain the dimensions for retail market segmentation. 10
 b. What are the components of merchandise budget plans? 10
 5 a. Explain store layout. Discuss the different types of store layout. 10
 b. Explain the constraining factors influencing merchandise plan. 10

OR

- 6 a. Discuss the types of suppliers and their selection criteria. 10
 b. What are the various retail pricing strategies? Discuss any 3 pricing strategies in detail. 10
 7 a. Describe the various media vehicles used in the Indian retail sector. 10
 b. Briefly explain the different components of retail relationship strategy. 10

OR

- 8 a. State the influence of situational variables on shopping behavior in a planned shopping centre? 10
 b. Briefly explain the types of loyalty programmes based on ownership and operation. 10

Contd...2

PART – B**Case Study (Compulsory)**

9. Clothing retailer Abercrombie and Fitch often recruited in college campuses and in the mall to find attractive young people and urged them to apply for jobs. This company, known for building an attractive workforce, did so by aggressively hiring pretty young women and handsome young men to match their all American brand image. Abercrombie and Fitch refers to these great looking sales associates as brand ambassadors. They project the retailers brand and matie the store a better experience for customers.

Is seeking good-looking employees a necessary trend in the retail industry? Is hiring an attractive sales force a smart and necessary practice to differentiate the store in the competitive retail environment? Do sales people need to mirror the images seen in the retailer's catalog and home page? Does all – American mean them, tall and white with blande hair and blue eyes? If the store has great – looking college students working in the store, will others want to shop there? How important are retail experience and ability versus a pretty face?

Is seeking good looking employees, companies are risking law suits for discriminatory hiring practices. Hiring attractive people is not illegal, but discrimination on the basis of age, gender, race, national origin or disability is. Employers may establish and enforce grooming and appearance standards.

In 2003, the company was named in two class – action lawsuits alleging discriminatory hiring practices Black, Asian, and latins plain tiffs alleged that they were denied sales associate positions. These workers were directed to low visibility jobs in the stock room or maintainence department.

The company didn't admit guilt and denies that it engaged in any discriminatory practices but settled these cases for \$ 40 million distributed to several thousand minority and female plaintiffs. The company agreed to appoint a vice president for diversity, use benchmarks, train all hiring managers and hire 25 diversity recruits in an attempt to alter its white, all American image and more accurately reflect the applicant pool in its stores. The settlement also calls for the company to increase diversity in its promotional materials.

Questions:

- i) Why would Abercrombie and Fitch want to hire employees with a certain look? 10
- ii) From a business perspective, do you think this is a good idea? What about from an ethical and legal perspective. 10