END TERM EXAMINATION
SECOND SEMESTER [MBA], MAY – 2011

Paper Code : MS - 208
Subject : Retail Management

Time : 3 Hours
Maximum Marks : 60

Note : Attempt in total Five questions. Q. No. 1 is compulsory. All questions carry equal marks.

Q. 1. Attempt any Three of the following :

(a) Various Retail formats.
(b) Ethical issues in Retail.
(c) Calculating BOM (Beginning of Month) stock to Sales Ratio.
(d) Privacy Strategies in Retail.

(3x4=12)

Q. 2. (a) Distinguish between variety and assortment? Why are these important elements of the retail market structure?
(b) Why are retailers in the limited assortment supermarket and extreme value discount store sectors growing so rapidly?

Q. 3. (a) Choose a retailer of your choice and describe how it has developed a competitive Strategic Advantage?
(b) Discuss the Retail Life Cycle Concept.

Q. 4. (a) Why is store location such an important decision for retailers? What types of locations are available and what are the advantages of each type?
(b) Give a brief about Retail Audits.

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Q. 5. (a) Variety assortment and product availability are the cornerstones of the merchandise planning process. Discuss how it is managed?
(b) What is GMROI, used for evaluating merchandise management performance? How is it used to evaluate performance? Give an example.

Q. 6. (a) What strategies are used by retailers to develop loyalty with their customers?
(b) What are the different approaches used by retailers to identify their customers and categorize in different categories? What are the advantages of these approaches?

Q. 7. (a) How can retailers build brand equity for their stores and their private label merchandise? What are the elements of their integrated marketing communication program?
(b) What is Online Retailing? Discuss.

Q. 8. (a) Discuss the Gaps model of Customer Service in retailing.
(b) What are the different types of design that can be used in a store layout? Why are some stores more suited for a particular type of layout than others?

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