END TERM EXAMINATION
FOURTH/SIXTH SEMESTER [MBA] MAY-JUNE 2012

Paper Code: MS208/212
MSP308
BMS510

Subject: Retail Management

Time: 3 Hours
Maximum Marks: 60

Note: Attempt any five questions. All questions carry 12 marks each.

Q1. What is retailing? Briefly explain the role and the functions performed by the retailers. Illustrate with suitable examples.

Q2. Discuss the Indian retail environment today detailing the evolution of retailing in India. What are the challenges and opportunities that are available in the retail sector?

Q3. Discuss the concept of multichannel retailing. How do retailers provide more value to the customer through the multi channel strategy? Give examples.

Q4. Briefly explain the various retail formats adopted by key Indian retailers. How can small independent retailers compete against large national chains?

Q5. Is customer service more important for store-based retailer or electronic retailer? Why? Illustrate giving importance for customer service.

Q6. In many malls, fast food retailers are located together in an area known as food court. What are this arrangement’s advantages and disadvantages to the fast food retailers?

Q7. Explain the Strategic Profit Model. How does this model assist the retailers in planning and evaluating their market and financial strategies?

Q8. Why is human resource more important in retailing than in manufacturing? Briefly explain the approaches to motivating the retail employees.

Q9. Write short notes on any two of the following:
(a) Ethical issues in retailing
(b) Visual Merchandising and Displays
(c) Retail communication
(d) Store design and layout
(e) Unplanned retail locations