

Code No: **21BA4T4MB**

**II MBA - II Semester – Regular / Supplementary Examinations  
MAY 2024**

**RETAIL MANAGEMENT**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.  
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.  
 Each Question carries 2 Marks.  
 3. Part-B contains 5 essay questions with an internal choice from each unit.  
 Each Question carries 10 marks.  
 4. Part-C contains one Case Study for 10 Marks.  
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

**PART - A**

		BL	CO
1. a)	Describe retail development.	L2	CO1
1. b)	Discuss the objectives of retail strategy.	L2	CO2
1. c)	Enumerate strategic profit model.	L1	CO3
1. d)	Write a note on buying merchandise.	L1	CO4
1. e)	Describe about category management.	L1	CO5
1. f)	Name the types of retailers.	L1	CO1
1. g)	Explain about the site analysis.	L2	CO3
1. h)	Identify the importance of customer service.	L2	CO5

**PART – B**

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
2.	a)	Explain the functions of retailers.	L3	CO1	5 M
	b)	Discuss the legislation policies for retailing in India.	L3	CO1	5 M
<b>OR</b>					
3.	a)	Demonstrate the characteristics of services retailing.	L3	CO1	5 M

	b)	Summarize the types and importance of services retailing.	L3	CO1	5 M
<b><u>UNIT – II</u></b>					
4.	a)	Explain the components of retail strategy.	L3	CO2	5 M
	b)	Discuss the process involved in building sustainable competitive advantage.	L3	CO2	5 M
<b>OR</b>					
5.	a)	Illustrate the growth strategies for effective retail marketing.	L3	CO2	5 M
	b)	Outline the main types of target market strategies with examples.	L3	CO2	5 M
<b><u>UNIT-III</u></b>					
6.	a)	Explain the different types of retail location.	L4	CO3	5 M
	b)	Analyze the process involved in selection of location and site.	L4	CO3	5 M
<b>OR</b>					
7.	a)	Examine how to measure retail performance.	L4	CO3	5 M
	b)	Analyze the strategies for setting up a successful retail location.	L4	CO3	5 M
<b><u>UNIT – IV</u></b>					
8.	a)	Discuss the importance of store layout and design.	L4	CO4	5 M
	b)	Analyze the steps involved in developing assortment plan.	L4	CO4	5 M
<b>OR</b>					
9.	a)	Explain the significance of inventory management.	L4	CO4	5 M
	b)	Analyze the role of stores operations and how to handle it.	L4	CO4	5 M
<b><u>UNIT – V</u></b>					
10.	a)	Discuss the benefits and challenges of international retailing.	L3	CO5	5 M
	b)	Identify the process of creating retail brand.	L3	CO5	5 M

OR					
11.	a)	Explain the key promotional strategies in retailing.	L3	CO5	5 M
	b)	Discuss the qualities of good customer service in retail.	L3	CO5	5 M

### PART –C

		BL	CO	Max. Marks
12.	<p><b>Do Power Players Rule?</b></p> <p>A power player is any U.S. retailer with sales equal to or greater than 10 percent of those of the category leader.</p> <p><b>Department Stores:</b> Department stores have survived the rise of sectors specializing in narrower product ranges, as well as the challenges of discount stores and other off-price retailers, and finally E-commerce. Gerald Storch, CEO of Hudson’s Bay, parent of Saks Fifth Avenue and Lord &amp; Taylor, says, “Increasingly, consumers don’t think of stores as physical locations, they think of stores as brands. The opportunity is to customize on a mass scale so you simulate the selling experience on a mobile device.”</p> <p><b>Drugstores:</b> National healthcare questions have been driving a lot of what has been going on in the drugstore industry. CVS is moving on several fronts: It broadened its pharmacy reach by acquiring Omnicare, which distributes prescription drugs to nursing homes, assisted living facilities, and so on. CVS has unveiled the makeover of the Navarro Discount Pharmacy sites it acquired. Carrying the banner “CVS pharmacy mas,” the South Florida stores feature bilingual associates and 1,500+ “trusted Hispanic products.” It also acquired Target’s pharmacy businesses for about \$1.9 billion.</p>	L4	CO3	10 M

	<p><b>General Apparel:</b> Fast fashion has been rising among the ranks of apparel retailers. “There is an underlying sense of rebellion that comes through in today’s fashion,” notes Marshal Cohen, chief industry analyst with NPD Group. “The fashion industry has undergone one of the most dramatic makeovers in recent history, no doubt influenced by the Millennial consumer.”</p> <p><b>Supermarkets:</b> Although mergers and acquisitions have been a way of life, grocery remains the most fragmented segment of retailing. Albertsons took over the remnants of Safeway’s network, covering much of North America, and Kroger completed its first full year with Harris Teeter stores under its wing. Then, after A&amp;P and its affiliate brands were forced into bankruptcy in 2015, it was ultimately decided to sell off all the store locations to several major chains.</p> <p><b>Women’s Apparel:</b> The biggest news was a deal that closed in August 2015— Ascena Retail Group’s acquisition of Ann Taylor and Loft parent company Ann Inc. Ascena paid \$2 billion to bring Ann Inc. into a diverse stable of brands that included Lane Bryant, Dress Barn, Maurices, and Justice.</p> <p><b>Questions:</b></p> <ul style="list-style-type: none"> <li>a) How can an independent retailer compete with power retailers?</li> <li>b) What is the greatest opportunity for each of the retail categories described in this case?</li> <li>c) What is the greatest threat for each of the retail categories described in this case?</li> </ul>			
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