

Code: 17BA4T4MB

**II MBA - II Semester - Regular / Supplementary Examinations  
JULY - 2022**

**RETAILING**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) What are the types of multi- channel retailing?
- b) Define market strategy.
- c) What are the retail location opportunities?
- d) What are the store operations?
- e) What is category management?

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Explain the types and functions of retailers.

(OR)

b) Discuss about the retail players and their role in economy.

3. a) Compare and contrast organized and unorganized retail formats.

(OR)

b) Explain how to build sustainable competitive advantage.

4. a) Discuss about the types of retail location.

(OR)

b) Explain about strategic profit model.

5. a) How do merchandise planning and control take place in a typical store?

(OR)

b) Discuss the procedure of buying merchandise.

6. a) Explain about the approaches of retail branding.

(OR)

b) Discuss about the promotional strategies adopted by the retailers.

## **SECTION-C**

### **7. Case Study**

**1x10=10 M**

India is perceived to be the most attractive retail destination. India provides the largest consumption market in the world that is still largely untapped. Yet, the most fascinating aspect of this market is that it can never be described in numbers alone. The economic, social and cultural diversity of Indian consumers forces marketers and retailers to view this mass of consumers not as one single market but as a 'mass of niches.' India is not only a culturally diverse market but also an economically diverse one. A recent issue

of Forbes magazine states that there are more Indian billionaires than those in Japan. Yet, we have some of the poorest segments of the world's population. In between these two segments lies a huge and diverse market for mass retailers. Customer segments in India are maturing faster than ever.

A retailer with a single format strategy will not be able to cater to a large set of customers in India. While hypermarkets and discount chains will continue to dominate the modern retailing scene in India, multiple formats have to be designed to cater to different aspirations and needs of consumers. The growing middle class is pushing the development of specialty stores. Outlets for home products, fashion, office stationary, health products and consumer electronics are in demand.

a) How has the Indian consumer changed over a period of time?

5 M

b) Explain in detail the various retail formats mentioned in the case study.

3 M

c) Suggest a retail format for both, the rich in India and for the poor in India. Justify your answer.

2 M