

**II MBA - II Semester – Regular/Supplementary Examinations
September – 2020**

RETAILING

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:**5 x 2 = 10 M**

- a) Name any TWO Indian Corporate Houses Having Retail Business.
- b) Meaning of Convenience Stores.
- c) Define Trade Area.
- d) Grid Layout.
- e) Leader Pricing in Retailing.

SECTION – B

Answer the following:**5 x 8 = 40 M**

2. a) From your perspective, what are the benefits and limitations of purchasing a pair of Leather Shoes from a Retailer in person and directly from the manufacturer by online purchasing.

(OR)

- b) Write about different types of Retailers.

3. a) Choose a retail chain and describe how it has developed a Strategic Competitive Advantage?

(OR)

b) Make a note on how can Small, Independent Retailers compete against large National Chains?

4. a) Identify the factors a retailer has to consider while evaluating an area of a City to locate Stores.

(OR)

b) Reason, why Retailers need to use Multiple performance measures to evaluate its performance.

5. a) Discuss how Retailers can reduce shrinkage from shop lifting and employee theft.

(OR)

b) Distinguish between Variety and Assortment, Why are these important in retail market structure.

6. a) 'The retail brands benefit Consumers and Retailers'. Justify the statement.

(OR)

b) Explain the methods of liquidating Mark down merchandise.

SECTION-C

7. Case Study

1x10=10 M

Assume you are the manager for a Menswear Section in a local Department Store that emphasises empowering its managers. One

day a customer returns a shirt that's no longer in the package in which it was sold. The Customer has no receipt, says that when he opened the package he found that the shirt was torn, and wants cash for the price at which the shirt is being sold. The customer claims that he bought it in the last week.

Questions:

- a) What you would do?
- b) If you do not want to accept the return, how you handle the Customer?
- c) If you are accepting the return, how do you justify it from Organization perspective?