



# CBCS SCHEME

16/17MBAMM302

## Third Semester MBA Degree Examination, June/July 2019 Retail Management

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No. 8 is compulsory.**

- 1 a. What is multi channel retailing? (02 marks)  
b. Explain the importance of location decision. (06 Marks)  
c. Explain the different types of retailers. (08 Marks)
- 2 a. What are the objectives of good store design? (02 Marks)  
b. Discuss in brief about coding system in Retailing. (06 Marks)  
c. Explain briefly the different types of store layout. (08 Marks)
- 3 a. What is loss leader pricing? (02 Marks)  
b. Explain the duties and responsibilities of store manager. (06 Marks)  
c. Explain in brief different types of retail pricing strategies. (08 Marks)
- 4 a. What is visual Merchandising? (02 Marks)  
b. Explain various types of fixtures and presentation techniques available in visual merchandising. (06 Marks)  
c. Explain briefly the steps in strategic retail planning process. (08 Marks)
- 5 a. What is consumerism? (02 Marks)  
b. Explain the motives of international retailing. (06 Marks)  
c. Explain in brief wheel theory of retailing. (08 Marks)
- 6 a. What is relationship marketing? (02 Marks)  
b. Discuss in detail about ethics in retailing. (06 Marks)  
c. Explain in brief retail audit process. (08 Marks)
- 7 a. Define retail audit. (02 Marks)  
b. Explain the buying process in retailing. (06 Marks)  
c. Write a note on international retail environment. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

## 8 CASE STUDY [Compulsory]

Whole foods market is a super market chain with less than 200 stores selling healthy, gourmet products such as organic vegetables, free range poultry, foods without artificial ingredients or hydrogenated fats, and many environment friendly products such as non-polluting detergents and chlorine free diapers. The company began in 1970s as a natural food store that catered to hippies. Through the purchase of small health food stores in major cities, the company gained more exposure a access distribution channels for natural foods. During the late 1980s and the 1990s, the company growth was filled by the upsurge's in American's desire for healthy living and their interest in gourmet cooking. Whole foods does very little advertisements but receives content free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk showes, and featured in newspaper and magazines as business success story.

The company advocates consumers about foods, provides receipies, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personal receive education about foods and earn above average wages. Whole foods prices are higher than products that are traditionally yield slim margins, and much larger than per – square–foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend for less of their income on foods than other nations and that's why most of it does not taste very good. If they want to eat higher-quality foods, they have to pay for them, in 2005, whole foods stated its numbers and double the number of its stores by 2019.

Questions :

- a. Do you think doubling the number of stores is a sound strategy, when “Americans spend for less of their income on foods than their nations”. (08 Marks)
- b. Suggest to whole foods in terms of retail promotion strategies to attract more customers in the market and boost the sales. (08 Marks)

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