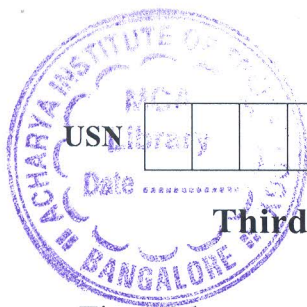


CBCS SCHEME

18MBAMM302



Third Semester MBA Degree Examination, Jan./Feb. 2023

Retail Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No.8 is compulsory.

- 1 a. What is E-retailing? (03 Marks)
b. Explain the characteristics of retailing. (07 Marks)
c. Discuss the different types of retailers. (10 Marks)
- 2 a. What is Franchising? (03 Marks)
b. Explain the process of customer buying behavior in retail. (07 Marks)
c. Describe in detail the theory of wheel of retailing. (10 Marks)
- 3 a. What is multi-channel retailing? (03 Marks)
b. Explain the different types of location decision. (07 Marks)
c. Discuss the store design objective, by considering an example. (10 Marks)
- 4 a. What do you mean by extended problem solving decision? (03 Marks)
b. What are the functions of retailing? (07 Marks)
c. What are the major problems faced by Indian retailer? (10 Marks)
- 5 a. What is SKU? (03 Marks)
b. Explain the different types of store layout. (07 Marks)
c. What are the various ways to control cost and ways to detect and prevent shoplifting? (10 Marks)
- 6 a. What is EDLP? (03 Marks)
b. Explain the issues in retail human resource management. (07 Marks)
c. Explain the methods of retail research. (10 Marks)
- 7 a. What is consumerism? (03 Marks)
b. Explain the motives of international retailing. (07 Marks)
c. Explain the retail audit process. (10 Marks)

8 **Compulsory :**

Starbucks was founded in 1971, by three coffee lovers. Starbucks take great in selecting the right kind of people and made an effort to retain them. It relies on its baristas and other frontline staff to great extent in creating the 'star-bucks Experience'. It doesn't sell just coffee, it sells an experience. It keeps line of communication open throughout the organization, and to reward and retain employees with an above – minimum-ways salary. All new hires go through 24 hour training program. It provides health benefit to both full and part-time employees. It also provides stock option. It is the first retailer to offer part – time employees the same benefit package that the full timer are offered. They conduct hiring fair every Wednesday afternoon for two hours in their store in Seattle. It also supplies interview guidelines to its managers. "When a person comes in and the person behind counter greets by name customer fed connected and makes them to come back".

- a. Analyse the retail HRM policies of star-bucks with reference to recruitment. (10 Marks)
- b. Mention the business success factor of star-bucks. (10 Marks)

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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.