

RETAIL MANAGEMENT

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. Explain the structure of indian Retail industry?
2. Explain various growth strategies in Retail industry?
3. What are various location opportunities available for settingup a retail store?
4. Explain in detail how shopping environment influences shopping behavior?
5. What is Marketing Structure? Explain various types of competition in Retail sector?
6. Explain various Price Adjustment strategies in Retail?
7. Explain the importance of EDI and SCM in Retail industry?
8. **CASE STUDY:**

Mr. X is the category manager of a new ecommerce startup www.xyz.com. The company is into the categories of mobile accessories, fashion, furniture and pet food. It is also planning to enter the grocery segment very soon.

X is the category manager for fashion which contributes 8% to the GMV (Gross Merchandise Value of the company). The company is targeting aggressive growth for the category and plans to increase the contribution of the fashion category to 12% in the festive months of October – December.

The task before Mr. X is to increase the GMV of the category. While he has an increased promotional budget but he has to ensure that the cost of acquisition comes down by 10% as there is a lot of pressure from investors to control costs. The portal is a marketplace and hence all the merchandise is provided by the 12000 odd sellers on the portal. Out of this only 250 are active sellers whereas the productivity of the remaining sellers is less.

Case Questions:

- i. What is the promotions plan (online and offline) that X needs to make so that the desired objective is to make?
- ii. Also, what plans should the category manager make for merchandise, assortment?

How can he increase the contribution from his sellers?