

RETAIL MANAGEMENT

Time: 3 Hrs

Max. Marks: 60

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

1. a) What is e-tailing? **3M**
b) Explain the theories of retailing? **9M**
2. a) Explain briefly the steps in the strategic retail planning process? **8M**
b) What is the difference between super markets and hyper markets? **4M**
3. a) What is green retailing? **3M**
b) Explain the different types of retail location? **9M**
4. a) Discuss the evolution of retail sector in Indian context **8M**
b) Write a short note on security issues in retailing **4M**
5. a) What are the factors concerning retail shoppers? **9M**
b) What is online retailing? **3M**
6. a) What is retail format? **3M**
b) Elaborate with examples various retail formats **9M**
7. a) What is retail pricing? Explain the factors influencing retail prices? **9M**
b) What is retail inventory method? **3M**
8. **CASE STUDY:** **12M**
An established and a leading multi brand footwear retailer with a strong presence in all the major cities of South India, is now geared up to expand and penetrate his operations by replicating with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs. The offerings include a wide range of footwear of international, national and regional brands for men, women and children for all occasions.
Questions :
(a) Propose a retail mix (4Ps) for this retailer.
(b) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets? Discuss.
(c) Do you foresee any scope for offering loyalty programmes by the retailer? Justify your answer.