M. B. A.

(SEM. IV) EXAMINATION, 2006-07

RETAIL MANAGEMENT

Time : 3 Hours] [Total Marks : 100

Note : (1) Attempt all questions.
       (2) All questions carry equal marks.

1 Attempt any two of the following : 10×2=20
   (a) Define retailing considering it from various perspective and demonstrate its impact.
   (b) Explain the steps in strategic planning for retailers.
   (c) Describe how both customer relationships and channel relationships may be nurtured in today’s highly competitive marketplace, with a special emphasis on the customer base, customer service, customer satisfaction, and loyalty programs.

2 Attempt any two of the following : 10×2=20
   (a) Classify retailers on the basis of ownership type and examine the characteristic of each.
   (b) Discuss with suitable examples some ways in which retail strategy mixes are involved.
   (c) Describe the emergence of electronic retailing through the world wide web. Also discuss two other non-traditional forms of retailing video kiosks and airport retailing.

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3 Attempt any **two** of the following:  \[10 \times 2 = 20\]

(a) Describe the differences between the various pricing strategies available to the retailer.

(b) What are the issues most critical to managing retail services? Support your answer with a suitable example.

(c) Describe the various management problems involved in retail selling, salesperson selection and training and evaluation.

4 Attempt any **two** of the following:  \[10 \times 2 = 20\]

(a) Examine the role of the retail information system, its components, and the recent advances in such a system.

(b) What are the different criterion to be considered for evaluating general retail locations and the specific sites within them?

(c) What are the pros and cons of opening at a retail site where other retailers have recently failed? What plans would you develop and implement for such a venture?

5 Answer any **two** of the following:  \[10 \times 2 = 20\]

(a) How does cultural factors effect the choice of retail location in International markets?

(b) In the context of international retailing, how would the type of customers affect the level of customer service a retailer should offer? Should a retailer seek to meet or exceed a competitor’s level of customer service?

(c) ‘Smaller local retailers face a threat for survival from international retailers.’ How far do you agree with this statement? What future do Indian retailers hold in this changing scenario?