

QP CODE: 23701545



Reg No : .....

Name : .....

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023**

**Third Semester**

Faculty of Management Science

**ELECTIVE - MB810302 - RETAIL BUSINESS MANAGEMENT**

2019 Admission Onwards

D5083A98

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any **five** questions. Each question carries 2 marks.*

1. Define Retailing.
2. What is target marketing?
3. What is cognitive dissonance?
4. Define Subculture.
5. What is a price Markdown?
6. What is an acquisition?
7. What is online retailing?

(5×2 = 10 Marks)

**Part B**

*Answer any **five** questions. Each question carries 6 marks.*

8. Explain the emerging trends in retail formats.
9. What is the difference between service retailing and product retailing? Explain with an example related to retailing in India.
10. Explain the classifications of retail management.
11. What is target market? And explain its salient features.
12. What are the objectives of advertising?
13. Describe the retail inventory management.





14. Explain the importance of retail management information system.

(5×6 = 30 Marks)

### Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Discuss the various pricing strategies in retail.

16. Briefly discuss the social responsibility of retail business towards shareholders, employers and customers.

### Compulsory Question

17. Shoppers' Stop was started by C.L. Raheja in 1991 when organized retailing was unheard of in India. Since then, this form of organized retailing has grown from just Rs 50 bn in 1999 to an estimated Rs 300 bn in 2004, making it the fastest-growing industry in the country. By December 2004, Shoppers' Stop was the leading player in the Indian retail sector with 16 stores (across India), with a total retail space of 725,000 sq ft. Shoppers' Stop had 2,100 employees in 2004, up from 1,150 in 2003. The retailers' main focus was on the customer and the person who attended to the customer - the employee. In their bid to delight customers, every retail player, namely Westside, Lifestyle, and Shoppers' Stop continually emphasized training employees through various programs Questions 1. Retailing is a very competitive industry, where customer satisfaction is the key to success. How has Shoppers' Stop met this objective through its employees? 2. Retaining employee morale has contributed a lot to the success of Shoppers' Stop. How much of the company's turnaround can be attributed to human resource management?

(2×10 = 20 Marks)

