

Code: 17BA4T4MB

**II MBA - II Semester-Regular / Supplementary Examinations
August - 2021**

RETAILING

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) What is the role of retailing in economy?
- b) What is the relationship between retail format and target market?
- c) What is the financial strategy with regard to retail location?
- d) What is the significance of a right store layout and design?
- e) What are the customer services offered by the organized retailer sector?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) List out the special characteristics of retailing services.

OR

b) Summarise the retail reforms in India.

3. a) Discuss about the growth strategies in building sustainable competitive advantage.

OR

b) Explain about the strategic retail planning process.

4. a) Explain about the analysis and selection of site location.

OR

b) Discuss about setting and measuring performance objectives.

5. a) Discuss how an appropriate inventory management supports store operations?

OR

b) Explain about developing an assortment plan.

6. a) Compare and contrast national retailing and international retailing.

OR

b) How are advertising, sales promotion and store atmosphere integrated for promoting the sales of a typical retailer?

SECTION-C

7. Case Study

1x10=10 M

Hello Foods Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to a particular segment. Through the purchase of small-health food stores in major cities, the company gained more exposure and access distribution channels for natural foods.

During the late 1980s and the 1990s, the company's growth was fuelled by the upsurge's in Indians' desire for healthy living and their interest in fine cooking. Hello Foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages.

Hello Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Indians spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Hello Foods stated its numbers to double the number of its stores by 2015.

Questions

1. Discuss the promotion strategy of Hello foods. Why or why not is it appropriate? Elaborate.
2. Discuss the Positioning of Hello Foods.
3. Do you think doubling the number of stores is a sound strategy when "Indians spend far less of their income on food than other nations". Explain your point of view.