

Code No: **21BA4T4MB**

II MBA - II Semester - Regular Examinations - JULY 2023

RETAIL MANAGEMENT

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Write a short note on services retailing.	L1	CO1
1. b)	What is meant by retail format?	L1	CO2
1. c)	State the importance of retail location.	L1	CO3
1. d)	What are the objectives of store layout?	L1	CO4
1. e)	What is retail branding?	L1	CO5
1. f)	List the types of retail location.	L1	CO3
1. g)	What is a market strategy?	L1	CO2
1. h)	Write a short note on sales promotion.	L1	CO5

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Explain the role of organized retailing segment in India.	L2	CO1	5 M

	b)	Discuss the special characteristics of retailing.	L2	CO1	5 M
OR					
3.	a)	Define retailing. Outline the types of retailers.	L2	CO1	5 M
	b)	Explain the significance of multi-channel retailing.	L2	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Discuss the basic steps involved in retail strategy.	L2	CO2	5 M
	b)	What is a target market? Explain the common target markets.	L2	CO2	5 M
OR					
5.	a)	Illustrate the strategic retail planning process.	L3	CO2	5 M
	b)	Outline the different types of retail strategy.	L2	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Explain the key components of strategic profit model.	L2	CO3	5 M
	b)	Analyze the best ways in setting and measuring performance objectives.	L4	CO3	5 M
OR					
7.	a)	Outline the various financial strategies for retail location.	L2	CO3	5 M

	b)	Examine the factors affecting the selection and location of site.	L3	CO3	5 M
<u>UNIT – IV</u>					
8.	a)	Analyze the objectives of assortment planning.	L4	CO4	5 M
	b)	Explain the types of buying merchandise with examples.	L3	CO4	5 M
OR					
9.	a)	Contrast the elements of merchandise planning process.	L4	CO4	5 M
	b)	Discuss the role and duties of stores operations manager.	L2	CO4	5 M
<u>UNIT – V</u>					
10.	a)	Analyze the pricing strategies commonly used by retailers.	L4	CO5	5 M
	b)	Explain the models of international retailing.	L2	CO5	5 M
OR					
11.	a)	Summarize the need of category management in retailing.	L2	CO5	5 M
	b)	Discuss the significance of store atmosphere in a retail store.	L2	CO5	5 M

PART –C

		BL	CO	Max. Marks
12.	<p>Omnichannel Strategies of Top Retailers</p> <p>It’s no longer bricks-and-mortar versus E-commerce— omnichannel is the path to success. Consumers have myriad ways to shop, and retailers must keep up. “New [technology] tools transform the way consumers want to shop,” says Anne Zybowski, a vice-president at Kantar Retail. In response, retailers are re-thinking operations, from infrastructure and inventory systems to delivery and marketing. As measured by STORES’ annual “Top 100 Retailers” report, by Kantar, the evolution of retailing displays the survival skills of long-time firms. Chart-topping stalwarts—Walmart, Kroger, Costco, Home Depot, Target, Walgreen, and CVS—have maintained dominance by meeting consumers’ changing desires, including for online shopping and digital interaction.</p> <p>Amazon’s ascent continues, and although E-commerce has not proven to knock bricks-and-mortar off its pedestal, the old “location, location, location” mantra doesn’t carry the same weight that it once did. Instead, the two channels continue to converge: Store operators are seeing much digital success, whereas online</p>	L4	CO3	10 M

merchants—including Amazon—are expanding with showrooms, pop-up shops, and other ways of meeting shoppers face-to-face.

“Omnichannel remains aspirational. Today’s omni-shoppers know what they want,” Zybowski says, “retailers to offer whatever, wherever, whenever they want. When it comes to value, they want [to have] their cake and eat it too—they don’t expect to pay more for convenience.” The challenge is meeting consumers’ reset expectations. “Retailers must learn how to fundamentally transform their business models, ones built for maximum efficiency and scale, and transform them into more nimble, effective ones,” Zybowski adds.

Tom Cole, of Kurt Salmon Associates, says mobile is key in omnichannel’s push to seamless consumer experiences, although the mobile transactions’ volume is still low. Retailers need to build to omnichannel via legacy systems already in place. “Omnichannel is the new reality whether they engage or not. If you’re available where and when consumers look for you, great. If not, you lose to someone who is,” says Marge Laney, of Alert Technologies. “Online-only retailers lack the high engagement that the in-store experience

can deliver. Offline-only retailers don't deliver the comfortable experience that consumers utilize to make their shopping itineraries."

"Digital is the connective tissue between online and in-store," says Claude de Jocas, intelligence group director for L2. "Stores have been cast as a liability in an Amazon era, but they've been making a comeback as something that's critical to a retail strategy." Nordstrom is advanced in all facets of its omnichannel approach. The retailer has nearly 1 million followers who can shop via Instagram; its network of fulfillment centers is growing. Nordstrom has also launched a "scan-and-shop" feature within its catalog app that links readers of the print catalog to E-and M-commerce sites. "We hope that scan and shop creates a more seamless shopping experience for our customers who enjoy browsing our catalogs but also enjoy the many benefits technology affords the experience to make it more personal," says spokesman Dan Evans, Jr.

Nordstrom is also connecting with teen shoppers via digital mall Wanelo; and in spring 2015, it unveiled a test of a "clickand-collect" service that included curbside pickup. This complements a more traditional buy online, pick

up in-store program that Nordstrom has had since 2008. A third service, TextStyle, was launched in late May 2015 and involves all of Nordstrom's

Questions

- i. Do you agree or disagree with this statement: “It’s no longer bricks-and-mortar versus E-commerce—omnichannel is the path to success.” Explain your answer.
- ii. How has Walmart evolved over the years to address changing consumer desires, new technologies, and new competitors?
- iii. What are keys to succeeding with an omnichannel strategy?
- iv. What could other retailers learn from Nordstrom’s current omnichannel strategy?