

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code 

Third Semester MBA Degree Examinations, May/June 2023

**ADVANCED RETAIL MANAGEMENT**

Duration: 3 hrs

Max. Marks: 100

- Note:* 1. Answer any FOUR full questions from Question No. 1 to 7.  
2. Question No. 8 is compulsory  
3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define Retail Management.	03	(1 :1: 1)
	b. Discuss FDI in retailing.	07	(2 :1: 1)
	c. Explain the problems involved in Indian Retailing.	10	(2 :1: 1)
2.	a. Define conflict theory.	03	(1 :2: 2)
	b. Discuss the factors affecting retail site and location.	07	(2 :2: 2)
	c. Explain wheel of retailing.	10	(4 :2: 2)
3.	a. Define buying system.	03	(2 :3: 1)
	b. Explain the types of store layout.	07	(2 :3: 1)
	c. Explain the factors considered in controlling cost and reducing inventory cost.	10	(2 :3: 1)
4.	a. Define relationship marketing.	03	(2 :4: 4)
	b. Explain the issues involved in international retailing.	07	(2 :4: 4)
	c. Explain the retail pricing strategy.	10	(2 :4: 4)
5.	a. Define E-retailing.	03	(1 :5: 5)
	b. Explain the advantages and disadvantages of e-retailing.	07	(2 :5: 5)
	c. Explain the current trend analysis and measuring techniques in e-retailing.	10	(3 :5: 5)
6.	a. Define coding system.	03	(1 :1: 1)
	b. Explain the visual merchandising techniques.	07	(2 :1: 1)
	c. Discuss the various trends in retailing.	10	(2 :1: 1)
7.	a. List the objectives of good store design.	03	(2 :2: 2)
	b. Explain the parking space problems in retail centers.	07	(2 :2: 2)
	c. Discuss the various types of retailing.	10	(3 :2: 2)

8.

**Case study**

SLR is one of the retail outlets in India. It has an outlet of around 5000sq. feet, providing wide varieties of products right from accessories, furniture, books, cosmetics, garments, groceries, over a period of time it was observed that, their sales started falling down into 80:20 pattern with loyalty card customers despite being only 15% of the base contributing over 70% of the revenues of SLR. It was struggling to fifth competition and demographic changes. There was increased competition from discounter's supermarkets. The company had the data and loyalty card holders. IT decided that, if they could understand the individuals time of purchasing, what they purchase, why are they purchasing them they could figure out the needs, expectations of customers, and be in a better position to provide better quality, experiences and services to their customers, which would intern help in increasing their market share.

- a. Which type of store layout pattern should be adopted by SLR and justify the benefits of the same. **10** (3 :3: 4)
- b. Discuss the competitive strategies that could be adopted by SLR. **10** (3 :3: 5)

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