

TV BMS Retail Mgmt
23/04/15

Q.P. Code : 21828

(2½ Hours)

Total Marks : 75

N.B. : All Questions are Compulsory.

1. Answer any two of the following :

- 15
- (a) "Retailer forms a vital link in the channel of distribution"- Explain.
 - (b) What do you mean by retailing ? Explain its advantages and limitations.
 - (c) Explain the concepts.
 - (i) Franchising
 - (ii) Price cost trade off
 - (iii) Multi channel retailing.

2. Answer any two of the following :

- 15
- (a) Explain the strategic retail planning process.
 - (b) "A Retailer formulates various strategies to gain sustainable competitive advantage". Explain.
 - (c) Explain the concepts.
 - (a) Customer loyalty
 - (b) Retail strategy
 - (c) Vendor Relations.

3. Answer any two of the following :

- 15
- (a) What do you mean by merchandise planning ? Explain the objectives of merchandise plan.
 - (b) "International sourcing decisions are becoming increasingly important in today's competitive world". Comment.
 - (c) Explain the concepts.
 - (a) Multiple Unit Pricing
 - (b) Coupons
 - (c) Every day low pricing (EDLP) Strategy.

4. Answer any two of the following :

- 15
- (a) What are the important retail location options available to retailers ?
 - (b) Explain the need and importance of visual merchandising in a retail outlet.
 - (c) Explain the concepts.
 - (a) Signage
 - (b) Store design
 - (iii) Displays in retail store.

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5. Analyse the case and answer the questions given below :

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Walmart is known for its low prices - and for driving its vendors to tears to get them. Now it is pressuring its vendors to also supply it with environmental friendly merchandise with labels to prove it. In the future, merchandise sold at Walmart will have the environmental equivalent of nutritional labels, providing information on the product's carbon footprint, the amount of water and air pollution used to produce it and other environmental issues.

Walmart hasn't always been touted as a good corporate citizen. In the 1990's, it came to light that workers at some factories producing clothing for Walmart were subjected to inhuman conditions. Walmart and other companies have also been accused of dumping hazardous waste in Oklahoma city.

Questions:

- (a) List the important facts of the case. 5
- (b) Will selling environmental friendly merchandise improve Walmarts image ? Give reasons. 5
- (c) Explain the significance of enhancing retail image at Walmart. 5