

BMS - Sem V
(Rev-2016-17)

26/4/17

Marketing: Retail Management Q.P. Code : 04287

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory and carry 15 marks each.
2. Solve any 2 out of (A), (B) and (C) in Questions 1 to 4.

Q. 1

- a) Discuss the factors responsible for the growth of organized retail in India
b) Explain the following with relevant examples:
i. FDI ii. Bar Coding iii. Off price Retailers
c) Explain the non-store based retail formats.

(15)

Q. 2

- a) Explain the steps in developing retail strategy
b) Explain the objectives of CRM in retail
c) Discuss in detail the factors influencing retail shoppers

(15)

Q. 3

- a) What do you mean by merchandising? Explain the principles of merchandising
b) Discuss the need and importance of private label brands
c) Explain any Five pricing strategies that can be adopted by the retailer.

(15)

Q. 4

- a) Discuss the 5 S's of Retail Operations
b) What do you mean by signage? Explain its significance
c) Explain the tools used for visual merchandising

(15)

Q. 5

Case Study

Subhiksha, Indian fledging retail chain having been started by the alumnus of the prestigious B-school, IIM-A, the long-term success, survival and profitability of Subhiksha was expected. In the light of India's promising retail potential, huge investments were made by several big corporate houses of India, jacking up the prices of all the related parts of the industry. Being a pioneer in the organised retailing in India, Subhiksha became India's largest retail chain with 1,665 stores across the country. In the process it succeeded in building a sound brand name over years with its no-frill, discount format. With Indian organised retail industry blooming under the economic liberalisations and attention from the global players, Subhiksha was expected to grow bigger, but as global recession set in, credit markets froze and Subhiksha stumbled as its capital structure could not support the requirement. Lack of liquidity and overexpansion troubled Subhiksha as it failed to pay rent to the landlords and salary to its employees. Operations came to a standstill.

- a) Analyse the factors responsible for the rise of Subhiksha
b) Briefly discuss the reasons for the fall of Subhiksha
c) Discuss some strategies for Subhiksha to come out of the crisis

(05)

(05)

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