

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Answer to sub-questions must be written together.

Q.1. Answer the following: (Any two) (15 Marks)

- a. Explain the store based retail formats. (7.5)
- b. What do you mean by RFID tags? Discuss the advantages of the same. (7.5)
- c. what are electronic labels? Explain the significance. (7.5)

Q.2. Answer the following: (Any two) (15 Marks)

- a. Elaborate the objectives of CRM in retail. (7.5)
- b. Write the steps in developing retail strategy. (7.5)
- c. Discuss the significance of HRM in retail. (7.5)

Q.3. Answer the following: (Any two) (15 Marks)

- a. Explain the process of merchandise planning. (7.5)
- b. Mention the various pricing strategies that can be adopted by retailer. (7.5)
- c. Explain the factors influencing retail shoppers. (7.5)

Q.4. Answer the following: (Any two) (15 Marks)

- a. State the responsibilities of the store manager. (7.5)
- b. What is store design? Explain its objectives. (7.5)
- c. Discuss the career aspects in retail. (7.5)

Q.5. Solve the case study:

(15 Marks)

An established and a leading multi brand footwear retailer with a strong presence in all the major cities of North India, is now geared up to expand and penetrate his operations by replicating with similar retail formats in semi urban and rural markets in a phased manner. The sole objective of the retailer is to cater to these untapped potential markets with high disposable income among people who by and large travel all the way to cities and metros for all their buying needs. The offerings include a wide range of footwear of international, national and regional brands for men, women and children for all occasions.

Questions:

- (a) Propose a retail mix (4Ps) for this retailer. **(05)**
- (b) What criteria should the retailer consider in assessing and evaluating appropriate locations for the proposed outlets? Discuss. **(05)**
- (c) Do you foresee any scope for offering loyalty programmes by the retailer? Justify your answer. **(05)**
