



III Semester M.B.A. Degree Examination, January/February 2018
(CBCS) (2014– 15 & Onwards)

MANAGEMENT

Paper – 3.4.1 – Retailing Management and Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions from the following, each question carries 5 marks. (5×5=25)

1. What is Visual Merchandise Management ? Explain factors influencing Visual Merchandise in India.
2. What are private labels ? How do retailers promote private labels ?
3. Write a note on different retail formats. Give examples for each.
4. What are the different steps that need to be carried out while selecting appropriate store location ?
5. E-Commerce is facilitating towards the growth of Services sector in India. Comment on the statement.
6. What are the different services attached to tourism sector ? How can tourism sector grow by using service gap model ?
7. A service blueprint is an operational planning tool. Justify the statement considering services at a restaurant.

SECTION – B

Answer any three questions from the following each question carries 10 marks. (10×3=30)

8. Quoting suitable examples explain multichannel retailing. What are the pros and cons of multichannel retailing ?
9. Explain the technological influence on Indian Retail Management. Give relevant examples.
10. Explain the importance of handling complaints in retailing. What are the different methods used for it ?
11. Consider any retailer of your choice and explain how they have used Integrated Marketing Communications (IMC) in their organisation.



SECTION - C

12. Compulsory case study.

(1×15=15)

Five young enthusiastic and enterprising young people join together and conceived an idea to start a fast food, bakery-cafe chain named "JUST FRESH". Its concept is to combine juice bar with coffee and premium made to order sandwiches, salads, pasta and soups, all with an emphasis on freshness. In searching for their first location the partners concentrate on a site with substantial pedestrian traffic. Thus the choice was the central business district in Delhi. The pathways between buildings have more than 3000 people passing through it on a daily basis. Hence, these could be considered as one of the best retail spots. The partners were pleasantly surprised when their landlord accepted their proposal. The lease negotiations took close to a year and a significant amount of time was spent on convincing the landlord that "JUST FRESH" deserved a chance. The partners were confident that "JUST FRESH" would succeed though three other businesses including a sandwich restaurant had recently failed in the same location. A survey found that more than one-half of all restaurants fail in their first year of Operations. To protect his interests the landlord included a clause in the restaurant lease document specifying that he would control the decor. The landlord reasoned that if "JUST FRESH" failed he could then quickly rent the location to another retailer without the need for costly renovations. On the first day of business, the restaurant served only 450 consumers. Soon it was serving 1000 consumers per day. Within a span of 2 years, the partners established their first suburban unit, as well as their second downtown location. Soon after an additional bakery unit with both self-service and made to order foods was set up in a hospital in the same location that used to house a traditional coffee house. JUST FRESH's success came at a price. The partners had to spend considerable resources to fight and ultimately win a prolonged zoning battle for a second suburban location at a site formerly occupied by a bank. The partners have also begun to face intense competition for the best retail sites as competitors seek to copy "JUST FRESH" retail concept.

Questions :

- Discuss the importance of atmospherics in retail. What are the key elements of atmospherics and decor in case of fast food retail outlets ?
- What are the differences between an ideal site located in a central business district and one in the suburban location for JUST FRESH ?
- What challenges are faced by JUST FRESH in expanding its operations ?