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Question Paper Code : 22037

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Elective

Retail Management

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulations 2007 / 2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is meant by Retailing?
2. What are the characteristics of retailing?
3. Explain recent trends in retailing?
4. What are the challenges of retailing in India?
5. What is meant by retail format?
6. Explain the importance of choice of retail location?
7. What is meant by retail branding?
8. What is the importance of promotion in retailing?
9. What is meant by delivering value to retail shoppers?
10. What is meant by shopping process?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the importance of information technology in retail management in India.

Or

- (b) What are the different kinds of problems faced by customers in traditional retailing? How it has been replaced by modern retailing in India?

12. (a) Explain the global trends in Indian retail Industry? Explain about the different drives for the growth of retail industry in India with examples.

Or

- (b) What is meant by creativity? What is the importance of creativity in retailing? Explain how creativity changed retailing in India?

13. (a) What are various types of store layouts and designs in retailing? Also explain the factors influencing it?

Or

- (b) What is meant by retail service quality management? Explain by taking any example of service.

14. (a) What is difference between service retailing and product retailing? Explain with an Indian example.

Or

- (b) What is meant by merchandised management? What are its advantages?

15. (a) What is meant by retail shopper's behavior? What is the role of attitude and perception in retailing shopping behavior of customers in India?

Or

- (b) What are common types of complaints that retailers faced in India? What are various methods used in handling complaints?

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Question Paper Code : 46035

M.B.A. DEGREE EXAMINATION, AUGUST 2014.

Elective

(Retail Management)

DBA 1737 — RETAIL MANAGEMENT - CONCEPTS AND ENVIRONMENT

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is 80:20 rule?
2. What is economic order quantity?
3. Elaborate EDLP.
4. Expand IMC.
5. What are extrinsic rewards?
6. Why is location the most important factor in retailing?
7. Draw the product life cycle of a fad.
8. Explain markup.
9. What is meant by 1-to-1 retailing?
10. How do you practice the art of permission marketing in retailing?

PART B — (5 × 16 = 80 marks)

11. (a) Explain how contemporary retailing techniques are different from traditional retailing techniques with examples.

Or

- (b) Explain how an efficient supply chain management system can decrease its inventory investment with special reference to a retail store.

12. (a) How might a retail manager define competition?

Or

(b) Which of the store-based retail format is most vulnerable to competition from the Internet retailers? Why?

13. (a) How is the buying decision process different in shopping on the Internet?

Or

(b) Explain the role of CRM in retailing.

14. (a) How can a retail super market develop competitive strategic advantage? Explain with special reference to the "location" of the store.

Or

(b) Explain the importance of store layout and product space in determining the success of a retail outlet.

15. (a) Explain the importance of understanding psychological concepts like personality, attitude and perception in the retail marketing segment.

Or

(b) What are the advantages and disadvantages of national brands versus private-label brands in retail industry?

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Question Paper Code : 96035

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2014.

Elective

Retail Management

DBA 1737 — RETAIL MANAGEMENT – CONCEPTS AND ENVIRONMENT

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define retailing.
2. What is a traditional retailing?
3. What do you mean by creativity in retailing?
4. What is the meaning of category Killer?
5. Give different types of retail formats.
6. What do you mean by store design?
7. What is a service retailing?
8. Write two importance aspects of pricing in retailing.
9. What are the two methods of handling complaints in a retail store?
10. What do you mean by delivering value in retailing?

PART B — (5 × 16 = 80 marks)

11. (a) Explain about non-traditional retailing.

Or

- (b) Explain the applications of "Information Technology" in retail management.

12. (a) Briefly discuss the drivers needed for retail growth.

Or

(b) Enumerate the emerging challenges in retail business.

13. (a) Location as a choice-in retail – Explain.

Or

(b) Store Layout is an important factor in a retail house – Explain.

14. (a) Retail branding and its uniqueness – Elaborate.

Or

(b) Supply chain management in retailing is considered as a life line in retailing – Explain.

15. (a) Explain about shopping process.

Or

(b) Brief about shoppers attitude in a retail store.

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Question Paper Code : 86035

M.B.A. DEGREE EXAMINATION, AUGUST 2013.

Elective

Retail Management

DBA 1737 – RETAIL MANAGEMENT - CONCEPTS AND ENVIRONMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the characteristics of retailing?
2. What are the advantages and disadvantages of traditional and nontraditional retailing?
3. What are emerging trends in retailing?
4. What are the challenges that retailing is facing globally?
5. What is meant by store layout?
6. List out the importance of retail service quality management.
7. Highlight the importance of promotion in retailing.
8. What is meant by retailing branding?
9. What is difference between service retailing and product retailing?
10. What are factors that influence shopping process?

PART B — (5 × 16 = 80 marks)

11. (a) Why present day retailing has been become important concept for marketers? Comment on this statement.

Or

- (b) What are the different kinds of problems faced by customers in traditional retailing? How it has been replaced by modern retailing in India?

12. (a) What are the different kinds of environmental influences that affect Indian retail industry?

Or

- (b) "Is it necessary that creativity in retailing"? Comment and explain how creativity changed retailing in India.

13. (a) What are different types of retail formats? And also explain the factors influencing retail formats and location.

Or

- (b) What is meant by positioning of retail shops and how it influences the retail store image?

14. (a) Explain the importance of supply chain and logistics in service retailing and product retailing/ Explain with an example retailing in India.

Or

- (b) What are the different marketing strategies used in merchandise management in India?

15. (a) Explain the importance of handling complaints in retailing. What are different methods used for it? What are the different legal issues involved in it?

Or

- (b) What are recent trends in life style in retailing shopping behavior of customers in India?
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Question Paper Code : 86035

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2013.

Elective

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2007-2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. How does a retailer collect and pass on information from the customer to the manufacturer?
2. Name the single factor which is very important for profitability of the retail organization.
3. What are the most common methods of promoting textiles?
4. What are the latest tools to serve retail customers?
5. What is 80:20:30 rule?
6. What is the role of public relations in retailing?
7. How can a retail service provider be responsive?
8. What is meant by EDLP?
9. What is meant by IMC?
10. What are hedonic needs?

PART B — (5 × 16 = 80 marks)

11. (a) As a manager of a retail ready made garment showroom how will you define competition?

Or

- (b) Which of the store-based retail formats is most vulnerable to competition from the Internet retailers? Why? Which is least vulnerable? Why?

12. (a) In what ways Internet buying decision process differ from shopping at a retail supermarket? Explain.

Or

- (b) As a fast food retailer how will you develop competitive strategic advantage.

13. (a) Why do we see the fast growth of large retail formats like hypermarkets in the western world and what is its impact on the kirana shops?

Or

- (b) How can you calculate the lifetime value of customers?

14. (a) What are the differences in retailing groceries and textiles in the market? How will you manage the diversities in retailing both of them?

Or

- (b) Explain with an example as a retail manager how you will launch and maintain a private label in the market.

15. (a) Explain how you will delight the customer in retailing a banking product.

Or

- (b) Explain how an efficient supply chain management system can increase a retailer's profitability.

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Question Paper Code : 75535

M.B.A. DEGREE EXAMINATION, AUGUST 2012.

Elective

Retail Management

DBA 1737 – RETAIL MANAGEMENT – CONCEPTS AND ENVIRONMENT

(Regulation 2007-2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Retailing.
2. What is difference between traditional and nontraditional retailing?
3. Explain recent trends in retailing.
4. What are the challenges that retailing is facing in India?
5. What is meant by retail format?
6. Explain the importance of retail store image.
7. How merchandise management help in retailing?
8. What is the importance of promotion in retailing?
9. What is difference between attitude and perception of shoppers in retailing?
10. List the stages in shopping process.

PART B — (5 × 16 = 80 marks)

11. (a) What is the importance of information technology in retail management? Explain its importance in promotion and pricing?

Or

- (b) What are the different kinds of problems faced by customers in traditional retailing? How it has been replaced by modern retailing in India?

12. (a) Explain the recent trends in Indian retail Industry? And also explain about the different drives for the growth of retail industry in industry with example.

Or

- (b) What is meant by creativity? What is importance of creativity in retailing? Explain how creativity changed retailing in India?
13. (a) What are different types of store layouts and designs in retailing? And also explain the factors influencing retail store layout and design?

Or

- (b) What is meant by retail service quality management and how it influences the retail store image?
14. (a) What is difference between service retailing and product retailing? Explain with an example related to retailing in India.

Or

- (b) What are the different marketing strategies used in organized and unorganized retailing in India?
15. (a) Explain the importance of ethics in retailing. What are the different legal issues involved in it?

Or

- (b) What are recent trends in life style in retailing shopping behavior of customers in India?
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Question Paper Code : 85535

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Elective

DBA 1737 — RETAIL MANAGEMENT – CONCEPTS AND ENVIRONMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is retailing?
2. Why do retail managers need to consider ethical issues in making decision?
3. What do you understand on "Global Culture" in retailing?
4. Enumerate the stages in the retail planning process.
5. What factors normally the retailers consider when determining the location of the Store?
6. What are the best practices for Merchandise Presentation?
7. Write a short note on "Grid Layout".
8. Spell out the elements of "Retail mix".
9. What are the major differences that exists between Services and Merchandise retailing?
10. What is perception?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the emerging trends in Global Retailing and describe how it affects the Indian retail industry.

Or

- (b) Who is your favourite retailer? Why do you like him? What would a competitive retailer have to do to get your patronage?
12. (a) What is RFID? And how it affects retailing?

Or

- (b) On what lines Global Logistics is complicated than the Domestic Logistics. Discuss?
13. (a) Explain the various positioning strategies used by the retailers to attract the customers.

Or

- (b) Discuss the factors influencing retail store layout and design.
14. (a) "Last Forest" a brand developed and Instituted for Pure Honey by a Keystone Foundation. Develop the retail marketing strategy to promote the sale of "Last Forest".

Or

- (b) Enumerate and discuss the advantages and disadvantages of organized and Unorganized retail formats.
15. (a) How do customers evaluate a retailer's service?

Or

- (b) Explain the legal and ethical issues involved in buying merchandise.

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Question Paper Code : 95535

M.B.A. DEGREE EXAMINATION, AUGUST 2011.

Elective

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Enlist the retail activities carried out by retailers.
2. Why is store location such an important decision for retailers?
3. What is meant by category killer?
4. What are the latest technology gadgets used to serve retail customers?
5. What is ABC analysis?
6. Why do retail managers need to consider ethical issues in making decisions?
7. What is meant by efficient customer response?
8. What is economic order quantity?
9. Elaborate EDLP.
10. What are hedonic needs?

PART B — (5 × 16 = 80 marks)

11. (a) How might managers at different levels of a retail organization formulate strategy to sustain competition?

Or

- (b) Which of the store-based retail formats are most vulnerable to competition from the Internet retailers? Why? Which is least vulnerable? Why?

12. (a) How would you expect the buying decision process to differ in shopping on the Internet compared to shopping in a store?

Or

- (b) Choose a retailer and describe how it has developed a competitive strategic advantage.

13. (a) Describe the similarities and differences between the organization of small and large retail companies. Why do these similarities and differences exist?

Or

- (b) Why do retailers want to determine the lifetime value of their customers? How do you determine it?

14. (a) What are the differences among a fashion, a fad, and a staple? How should a merchandise planner manage these types of merchandise differently?

Or

- (b) What are the advantages and disadvantages of national brands versus private-label brands? Does your favorite clothing store have a strong private-label brand strategy? Should it?

15. (a) Explain the different methods of handling complaints. How do you go for delivering value to the shoppers in a retail environment?

Or

- (b) Explain how an efficient supply chain management system can increase a retailer's level of product availability and decrease its inventory investment.

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Question Paper Code : 85535

M.B.A. DEGREE EXAMINATION, FEBRUARY 2011.

Third Semester

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2009)

(Common to Elective – Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define retailing.
2. What is non store retail?
3. Give any four characteristics of a chain store.
4. Describe visual merchandising.
5. Explain speciality retail shops.
6. What is e-tailing?
7. Explain retail store image.
8. Give two examples of creativity in retailing.
9. Explain service retailing.
10. Define store brands.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the emerging trends and challenges ahead of Indian retail industry.

Or

- (b) Discuss the impact of information technology in the retail business.

12. (a) **Discuss** the key drivers for the growth of retail in India.
- Or
- (b) **Critically** assess the problems and prospects of Indian food retail industry.
13. (a) **Discuss** the salient features of any two organized retail formats.
- Or
- (b) **Discuss** the factors influencing retail store layout and design.
14. (a) **Consider** a Consumer Product of your choice and develop a retail marketing strategy as applicable.
- Or
- (b) **Consider** a retail store of your choice and suggest suitable methods to improve its service quality.
15. (a) **Discuss** the changing profile of Indian Retail Shoppers.
- Or
- (b) **Discuss the strategic** approach towards effective complaint management in a high profile retail environment.
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Question Paper Code : GG 1535

M.B.A. DEGREE EXAMINATION, AUGUST 2010.

Elective

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the characteristics of retailing.
2. What is non-traditional retailing?
3. What is creativity in retailing?
4. What are macro and micro environment factors influencing the retail markets?
5. What are the different types of retail formats?
6. What is positioning of retail shops?
7. What is service retailing and product retailing?
8. Write down any two retail-marketing strategies.
9. What is life style in retail shopping behavior?
10. What is impulse purchase?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the applications of information technology in retail management.

Or

- (b) What are the characteristics of retailing? Explain traditional and non-traditional retailing.

12. (a) Explain emerging trends and challenges in retail management.

Or

(b) Explain the macro and micro environmental factors influencing retailing in India with examples.

13. (a) Explain the choice of location of retail market and positioning of retail shops in Chennai.

Or

(b) Explain in detail the service quality in retail management.

14. (a) Explain the pricing and promotion of retail business.

Or

(b) What is the need for supply chain in retail management? Justify your answer.

15. (a) What are the factors, which influence the shopper's attitude, perception and personality? Enumerate in detail.

Or

(b) How do you go for delivering value to retail shoppers? Explain different methods of handling complaints.

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Z 1535

M.B.A. DEGREE EXAMINATION, FEBRUARY 2009.

Third Semester — *Elective*

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is retailing?
2. Differentiate Traditional Retailing from Non-Traditional Retailing.
3. List down the roadblocks prevailing in India for the development of Retail Industry.
4. How will you classify Retail sector in India?
5. What do you understand by Retail Store Image?
6. What is the significance of Store layout?
7. What is Supply Chain Management?
8. What is merchandising?
9. What are the strategies used to reduce complaints in a Retail Store?
10. What do you mean by value delivery in Retailing?

PART B — (5 × 16 = 80 marks)

11. (a) What are the functions of a Retailer? What are the important characteristics of Retailing?

Or

- (b) 'Retailing Industry may have a growth rate of 20% in the near future. But applications of Information technology in Retail sector has to go a long way' – Discuss your views on the above statement.

12. (a) Discuss the factors that really drives the growth of Retail Industry in India.

Or

- (b) Mr. Ram is running a grocery store in a busy residential area of a B grade city. For the past 2 years he observes a decline in business due to the entry of some big retail players in the city. Assume yourself as Mr. Ram and what are the steps you will take in order to improve your business and be competitive with, big players?
13. (a) 'Store layout, design and location are key for the success of a Retail Store' – Do you agree or disagree? Substantiate your answer with suitable examples.

Or

- (b) Explain the different types of Retail formats available in India. Compare the Indian format with global format.
14. (a) Discuss in detail the different types of Retail Marketing strategies available and their applications.

Or

- (b) Explain the different strategies used in retail pricing of goods and retail branding.
15. (a) Explain the factors that influence a consumer's retail shopping behavior. How a retailer can use these factors in order to boost his sales?

Or

- (b) How will you deliver value to retail shoppers? Also explain the importance of post purchase behaviour of a Retail Consumer.
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LL 1635

M.B.A. DEGREE EXAMINATION, AUGUST 2009.

Elective

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is retailing?
2. Write four applications of Information Technology in Retailing.
3. Retail Development in India write few obstacles.
4. Mention two challenges in India Retail Market.
5. What are the different types of retail formats?
6. State the importance of retail locations.
7. What is product retailing?
8. What is retail branding?
9. What is shopper's attitude in retailing?
10. What is value delivery in retailing?

PART B — (5 × 16 = 80 marks)

11. (a) What are the important characters of a retailer? Differentiate traditional and non traditional retailing.

Or

- (b) Growth of retail in India and IT applications in retail. - Explain

12. (a) Compare Indian retail with Global retail scenario.

Or

(b) Write the strategies of two Retail giants in India.

13. (a) How does locational advantage matter in retail Business? Explain with an example.

Or

(b) Service quality management in retail management. Explain in detail.

14. (a) Retail branding plays important role in retail business. Explain with an example.

Or

(b) Supply chain in retail is a nerve centre – How will you substantiate it for the success of retailing?

15. (a) Retail shoppers behavior is the core of business success before retail's customers — Enumerate in detail.

Or

(b) What are the importance of value delivery in retailing? How does one deliver value to retail shoppers? Explain.

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Question Paper Code : YY 1535

M.B.A. DEGREE EXAMINATION, FEBRUARY 2010.

Elective

DBA 1737 — RETAIL MANAGEMENT — CONCEPTS AND ENVIRONMENT

(Regulation 2007)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Mention the functions of a retailer.
2. What is Universal Product Code (UPC)?
3. What is Public Distribution System (PDS)?
4. List out the key sectors in Indian retail.
5. What is visual merchandising?
6. What are the different types of retail locational options available to an Indian retailer?
7. What are the different ways in which a retailer can enter a new market?
8. What is 'Model Stock Plan'?
9. Mention the stages in retail consumer decision making process.
10. What is retail store layout?

PART B — (5 × 16 = 80 marks)

11. (a) What are the issues facing global retailers and how can they be overcome?

Or

- (b) Discuss some of the innovations in the use of IT that the Indian retail industry has pioneered.

12. (a) Discuss the key drivers of retail change in India.

Or

- (b) Has India reached the growth stage in retail? What would be the social and economic impact of retail development in India? Explain.

13. (a) What are the factors which make retail in Asia different from retail in other parts of the world? Discuss in detail.

Or

- (b) Considering that India is on the threshold of a retail revolution what formats do you think are suitable for creating a pan-India foot print in Indian retail Industry.

14. (a) What is the importance of retail brand? Is retail branding important for a retailer in India? Explain with examples.

Or

- (b) What is supply chain integration and why is it relevant to retail organisations in an evolving retail market like India?

15. (a) Explain in detail factors which affect the buying behaviour of retail shoppers in an changing retail environment.

Or

- (b) What are the developments in Indian retail that have come about as a consequence of the changed Indian Consumer?