

DEPARTMENT OF MANAGEMENT STUDIES

Question Bank

Retail Management

Unit 1

- 1) Explain the concept of Retailing. Explain various types of retail formats.
- 2) Explain retail consumer behaviour process? Explain it with the help of FMCG products.
- 3) Select a jewellery shop in an enclosed mall and one in a neighbourhood centre. List the pros and cons for each location. Which location is most desirable?
- 4) How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
- 5) Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail? List the opportunities and threats before organized retailing.
6. Discuss the duties and responsibilities of a retail store manager in today's competitive world.
- 7 Describe the classification of retail formats. What are some of the emerging retail formats in India. Give examples to support your answer
8. How can store location problem be solved in an effective way? Discuss with examples. Why are store location decisions irreversible?
9. Choose a suitable retail business you want to start in Raipur city and answer the following;
 - A) Mention the business and the location. What is the most important factor for selecting the location?
 - B) Mention any two uncontrollable variables that affect your business.
 - C) Explain the situational analysis of your business plan.
 - D) Identify a suitable growth strategy for your retail business. Justify.
 - E) Select your promotion mix for the retail business.
10. What are the developments in Indian retail that have come about as a consequence of the changed Indian consumer?

Unit 2

1. Explain any six 'feature areas' within a store that are designed to get customer's attention.
2. What are the major opportunities and threats facing retailers who decide to expand internationally? Is it better for a retailer to standardise or adapt its business operation when entering an overseas market? Justify your answer
3. What are the roles and responsibilities of a HR manager in a retail business?
4. How would you ensure that external recruitment of staff do not create anxiety among the internal staff?

What are the key elements of a store operation? What type of mix is desired for a successful store operation?

5. Write note on Asset management and budgeting in retail business
6. What are various issues associated with operational dimensions of a retail business.
7. Write a note on supply chain management. How it is important in retail business?
8. Write short notes on Fixed Position Layout. Explain its advantages and disadvantages?

Unit 3

1. Define Merchandise Management. Explain the components of merchandise management.
2. Discuss the ideas of visual merchandise in a retail store
3. Discuss the concept of merchandise breadth and depth. Can a store offer both? Give some examples.
4. How merchandise budget plan is prepared? Explain the procedure.
5. Explain the importance of merchandise planning in merchandise management with a suitable example.
6. What are the factors devising merchandise plan?
7. Explain the components of merchandise management? What are the different marketing strategies used in merchandise management in India?
8. Describe the role of Logistics and inventory management in the implementation of merchandise plan.

9. What is retail logistics? What functions are involved in retail logistics system
10. Explain the concept of lifestyle merchandising? Is the concept applicable in Indian market?
11. What is Merchandising Philosophy? Also explain the concept of:
 - a) Micro merchandising
 - b) Cross merchandising
12. What types of software are used for merchandise management in a retail store.

Unit 4

1. What do you understand by retail promotion? What are the elements of promotion mix?
2. What do you understand by the Retail mix. How is it different from the Marketing mix.
3. Should sales promotion be a continuous exercise. Give your point of view with suitable reasons. Explain the concept of push and pull sales promotion.
4. Explain any three forms of online marketing to communicate with the retail consumers
5. Supermarkets often claim to be reducing prices and offering their customers the best possible value. Explain with examples whether you think these claims are true and discuss what pricing techniques are commonly employed.
6. Discuss the retail pricing and promotion strategy for a food oriented leaders?
7. What is the importance of retail brand? Is retail branding important for retailer in India? How?
8. Differentiate between product brand and retail brand with suitable example.
9. Why do retailers need to have an integrated marketing communication program?

Unit 5

1. Explain the retailer's Strategic profit Model. How is financial leverage a measure of retailer's performance?
2. Why are some internet retailers more successful than others? Discuss the major trends in online shopping and the challenges and critical success factors in developing Internet retail operations. Why is multi-channel retailing important?

3. What is supply chain integration and why is it relevant to retail organization?
4. Explain how supply chain management affects the retail operations of a store. Does it affect profitability?
5. Describe the major aspects of Financial merchandise management in retail
6. Examine the criticality of the role of operations in retailing industry through its various stages of maturity?
7. What type of strategies are used in Retailer- Supplier relationship
8. How a retail organization can strengthen its relationship with vendors? Why Vendor relationship is important to focus on?

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- 3) Select a jewellery shop in an enclosed mall and one in a neighborhood centre. List the pros and cons for each location. Which location is most desirable?
- 4) Case let

Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy. What are the underlying opportunities and challenges in this sector? It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers. It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market. 3 With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing. Retail cannot develop by setting up only malls. In order to promote retail we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions

- a. How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
- b. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?
- c. List the opportunities and threats before organized retailing.

Unit 2

- 1) Explain the roles and responsibilities of a HR manager in a retail business?
- 2) What parameters should be considered while planning and developing a retail business?
Assume you are owner of a readymade garment shop "ABC". Support your answer.
- 3) How Asset management and budgeting is done in retail business?
- 4) What are various issues associated with operational dimensions of a retail business.

UNIT 3

- 1) What is Merchandise Management. What are its components?
- 2) What is Merchandising Philosophy? Also explain the concept of Micro merchandising and Cross merchandising
- 3) What is retail logistics? Elaborate your answer with an example.
- 4) Describe the role of Logistics and inventory management in the implementation of merchandise plan

UNIT 4

- 1) What do you understand by the Retail mix? What are its components?
- 2) Discuss the retail pricing and promotion strategy for a fast food restaurant owner.
- 3) What is the importance of retail brand? Is retail branding important for retailer in India? How?
- 4) Case let

Whole Foods Market is a supermarket chain with less than two -hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment -friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of small health food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company's growth was fuelled by the by the upsurge's in Americans' desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisings but receives constant free media exposure because

it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Whole Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole Foods stated its numbers to double the number of its stores by 2015.

Questions

- a. Discuss the promotion strategy of Whole foods. Why or why not is it appropriate? Elaborate.
- b. Discuss the Positioning of Whole Foods.
- c. Do you think doubling the number of stores is a sound strategy when "Americans spend far less of their income on food than other nations". Explain your point of view.

UNIT 5

Write note on

- 1) Strategic profit Model
- 2) supply chain management
- 3) Financial merchandise management in retail
- 4) Retailer vendor relationship