

576435(76) / 676635

APR-MAY

M. B. A. (Fourth Semester) Examination, 2020

(New Scheme)

(Management Branch)

RETAIL MANAGEMENT

(Elective-II)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt all questions. Part (a) is compulsory and from (b), (c) attempt any one.

1. (a) State the functions of retailers against its customers and other channel members. 6
- (b) Explain the term retailing with reference to organized retail business. Describe the importance of organized retailing in the growth of economy. Also provide three examples on non-retail transactions. 10

- (c) Elaborate the bases for classifying retail firms with examples. 10
2. (a) What strategy a retailer needs to use to identify the target market? 6
- (b) If a retailer has a new twenty-year store lease, does this mean the next time it studies the characteristics of its trading area should 15 years from now? Explain your answer. 10
- (c) What factors would you consider for choosing a location for a garment store in metro city? What is the key consideration for designing a store layout? 10
3. (a) Explain the major influencing factors in designing a structure of the organization. 6
- (b) Describe various tools and techniques of HR planning. How these are used for designing an effective organization? 10
- (c) (i) Distinguish between logistics, reverse logistics and inventory management. 5
- (ii) Explain the basic premise of the retail method of accounting. Present an example. 5

4. (a) Explain the importance of promotional strategies for any retail store. 6
- (b) (i) Discuss 'retail price'. Explain the elements of retail price. 5
- (ii) What is 'Category Management'? What are the reasons for its emergence? 5
- (c) Discuss the operational dimensions while operation management in retail business. 10
5. (a) Write notes on : role of POP in retail and vendor's relation in retail. 6
- (b) Discuss the Financial Management in Retail Business. List three main types of budget produced by retailers. 10
- (c) Solve a Case Study : 10

Case Study

It is 8.30 am, and the shutters are up at an Italiano Pizza outlet in Khar, Bandara, Mumbai. As the floors are mopped clean, the team of eight workers shout in chorus : Who are we? Italiano Pizza. What are we? Number one. What's our goal? Sell more pizzas have

more fun outside, two dozen delivery bikes are lined; they face off with the pizza hut nearby.

With the newspapers abuzz about the government's decision to allow FDI in multi brand retail, Mr. Mehra wondered about what would happen to the local Udipi Restaurant Balaji. As he knew Mr. Swami, the owner, he decided to pay a visit to the restaurant and have breakfast there on a way the office.

As he entered the restaurant, he found Mr. Swami alone with just one help hand and only two tables occupied. He decided to find out from Mr. Swami the reason the restaurant wore such a deserted look. Over a cup of filter coffee Mr. Swami revealed that most of the staff working in the restaurant had left the work for more lucrative options in other areas. Give the increase in prices of various food products, he had also not kept a tab on the amount that he would have to spend as a input cost over a period of time and thus was left with no surplus cash to fund the busines.

Unlike new restaurants, which advertised their products Balaji's had neither felt the need for doing so nor had the inclination to follow such a practice. Till a few months back, typically, one would find a queue of persons waiting outside the restaurant waiting for a table.

Mr. Mehra was inclined to help his old friend Mr. Swami to set his business right. How can Mr. Mehra help Mr. Swami resurrect his small restaurant?

Questions :

- (i) What should be the policy for hiring persons to work in the restaurant? What are the measures that can be taken to ensure that once they are trained, they stay with the business and are not lured by competitors?
- (ii) How should he deal with his finances considering that he has space for about 20 tables and the average ticket size is 45 in his restaurant and that the customer spends on an average about half an hour in the restaurant? The restaurant is open for business between 8 am and 11 pm and has an occupancy rate of 66%.