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(M)

This question paper contains two pages.

Roll No. _____

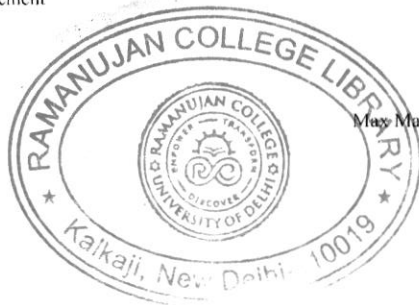
Unique Paper Code: 2923062001

Name of the Course: Bachelor of Management Studies (NEP)

Name of the Paper: Retail Management

Semester: III

Duration: 3 hours



Max Marks: 90

Instructions:

Attempt **ANY SIX** questions.

Q.1. You are the marketing executive hired for 'Step Up' a dance and acting academy. Step up is introducing a new series of classes for all the youngsters in Delhi. Discuss the types of retail sales promotion relevant for a dance and acting academy? (15)

Q.2 "It is the effective blending of all the elements of retail marketing mix activities within the retail organization that determines the success of retail marketing management." Discuss this statement and explain with retail examples how the elements of retail marketing mix could be blended to ensure the success of retail operation. (15)

Q3. "Setting the retail price of merchandise is a complicated, but the most important aspect of managerial decision making." Explain different pricing strategies deployed by retailers in their business. (15)

Q4. "Mastering the process of trying to optimise the retail marketing mix still defies and frustrates most retail managers." Explain the components of retail marketing mix. Also comment why personal guesswork and intuitions are used by retail managers most of the time. (15)

Q.5 What are the different pricing strategies deployed by retailers to sell their merchandise online and its impact on brick and mortar retailers. Explain the price comparison capabilities available to customers enabled by technology? Discuss the various factors for a chain retailer to review in determining how to allocate merchandise among its stores. (15)

Q.6. A big multinational retailer is planning to open a retail outlet providing furniture for Indian household. The retail outlet will be covering more than a lac square feet of area. They plan to hire 50 employees approximately including, store manager, billing, sales, and technical and security staff. Discuss the responsibilities of store manager w.r.t above situation. Do you think shrinkage is possible in such case? Justify your answer. (15)

Q7. Write Short notes on any three of the following:

(15)

- (a) Retailing through internet
- (b) Importance of customer service
- (c) Store Positioning
- (d) Retail Image Mix
- (e) Floor Space management