1821

1. Unique Paper Code (UPC) : 2923062001
2. Name of the Paper : Retail Management
3. Name of the Course : Bachelor of Management of Studies (BMS)
4. Semester : V
5. Duration : 3 hours
6. Maximum Marks : 90 Marks

Instructions for the Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions.

Q.1. An established and leading multi-brand footwear retailer, with a robust presence in major cities across India, is now poised for expansion into semi-urban and rural markets. The retailer aims to replicate its successful retail formats in these untappedmarkets, which are characterized by a growing disposable income among consumers. Many of these consumers currently travel to urban areas to meet theirpurchasing needs. The retailer's offering includes a wide range of footwear frominternational, national, and regional brands, catering to men, women, and children forvarious occasions.

a) Develop a comprehensive retail marketing mix strategy for the multi-brand footwear retailer's expansion into semi-urban and rural markets. (9)
b) Discuss the key criteria the retailer should consider when assessing and evaluating appropriate locations for proposed outlets in semi-urban and rural markets. (9)

Q.2. (a) By intentionally designing a store layout to be somewhat confusing, MetroMart Ltd. increases the likelihood that shoppers will keep items they are uncertain about purchasing.The effort of backtracking through the maze-like layout can discourage them from leaving an item behind if they reconsider. This strategy acts as a push towards encouraging impulse purchases. Discuss the different types of store layouts, including their advantages and disadvantages. (10)

(b) Discuss the main elements or components of retail store operation. How do these elements contribute to overall store performance? (8)

Q.3. (a) Evaluate the effectiveness of different store-based retail formats in adapting to changing consumer trends. Which formats are best suited for rapid adaptations and why? (9)

(b) Analyze the factors that have contributed to the significant transformation of the Indian retail industry. (9)

Q. 4. (a) Identify and explain the external factors that affect retail price strategy. How do these factors impact retail pricing? (9)

(b) Differentiate between Mark-up and Mark-down in merchandise management with respect to retail sector. (9)

Q.5. Write Short notes on ANY THREE (6+6+6)

a) Characteristics of trading areas
b) Store Positioning
c) Inventory Management
d) Customer Relationship Management (CRM)