



PG – 578

IV Semester M.B.A. (Day) Degree Examination, June / July 2010  
(2007-08 Scheme)

M-5 : RETAILING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following : (6×2=12)

- a) What is PEST analyses ?
- b) What is CRM ?
- c) Define E-tailing.
- d) What do you mean by store layout ?
- e) What is retail strategy ?
- f) Define direct selling.
- g) Define Merchandise budget.
- h) List the function of retailer.

SECTION – B

Answer **any three** of the following questions : (3×8=24)

2. Discuss the types of retail communication.
3. Discuss the economic significance of retailing.
4. Explain types of buying decisions.
5. Explain the consumer buying process.
6. Discuss the Assortment planning process in retail.

P.T.O.



## SECTION – C

Answer **any two** of the following questions :

(2×12=24)

7. Briefly discuss the classification of retail stores that are operational in India, giving one example of each.
8. Write short notes on (any two) :
  - a) Sell through analysis
  - b) ABC analysis
  - c) Parties five faces.
9. Explain the process and importance of Merchandise planning in Merchandise Management.

## SECTION – D

(Compulsory)

10. Read the following **Case Study** and answer the questions that follow: (1×15=15)

Retail profitability is steadily moving away from commodities to customers. This trend will define tomorrow's businesses in a way that will fundamentally change the apparel business. Successful apparel businesses will no longer be ones that generate large footfalls, have good service and great merchandising these features will be Industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all the customer.

Fashion houses and retailers will be able to build a two way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year-round sales or special others.

But tomorrow's customer-driven economy will necessitate differentiating your business from everybody else. In a fundamentally unique way. First, as stores of organized retailers become increasingly similar, consumers feel a greater need for



social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solutions tailored to meet individual needs and desires.

The Indian apparel market is no longer a mass market that a company can serve in a standard way. This will increasingly get even more fragmented with customers demanding that they be treated as individuals and provided with the appropriate assistance, before a sale, during a sale and afterwards this trend has repercussions for all areas of the marketing mix of retail companies - whether this be individual offers, customized configuration of products, or specific help services and support after purchase finally, at a time when retailing is getting more competitive, retailers have to use new analysis methods, such as data mining, to exploit the advantage offered by precise evaluations of consumer behaviour. New technologies will be used to regain the knowledge about the customers that will get lost in the tremendous expansions of local, regional, national retailer groups. In the final analysis, retailers will aim to win the long-term company loyalty of those customers they know, and to use their knowledge of these customers interests to further improve the company's relationship with them.

To move towards this path most people in the ultra-competitive apparel and fashion industry need your help to answer the following questions -

- a) Who are the customers ?
  - b) What are their requirements ?
  - c) How can fashion retailers offer satisfaction ?
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