



K. Sambath

Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – May 2025
VI Semester

Class : III UG
Major : Retail Management

Time : 3 Hours
Max. Marks: 100

21BREC27 Retail Eco-System and Strategy

Course Outcomes:

- CO1: Analyse the impact of environmental changes in the retail ecosystem for the strategic decision industry
CO2: Identify the drivers of the retail ecosystem and leverage on competitiveness
CO3: Systematically apply strategic planning process for situational analysis, Strategic selections and implementation
CO4: Apply methods and techniques to design a strategic marketing mix
CO5: Able to design marketing strategies to provide a future shopping experience.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Define the 'Retail Ecosystem' primarily refer to? CO1K1
 - a. The process of manufacturing goods.
 - b. The network of businesses, consumers, and technologies involved in retail
 - c. The financial regulations of retail businesses
 - d. The role of government in retail sector.
2. Identify of these is NOT a form of retail ecosystem? CO1K2
 - a. Brick-and-mortar stores
 - b. E-commerce platforms
 - c. Government subsidies
 - d. Omni-channel retailing.
3. Interpret the following is NOT a key component of the Strategic Retail Planning Process. CO2K1
 - a. Goal setting
 - b. Market analysis
 - c. Consumer research
 - d. Employee payroll management
4. Show the following is NOT a part of the Strategic Retail Planning Process CO2K2
 - a. Goal setting.
 - b. Market analysis.
 - c. Consumer research.
 - d. Inventory stocking.
5. Why is financial resource assessment important in the situation analysis phase of strategic retail planning? CO3K1
 - a. It helps in determining available capital for business operations
 - b. It focuses only on employee salaries
 - c. It eliminates the need for consumer research
 - d. It is only relevant for large-scale retailers.
6. Interpret the following is the first step in strategic planning in retailing. CO3K2
 - a. Implementation and control
 - b. Situation analysis
 - c. Short-term strategic planning
 - d. Inventory management
7. Which of the following is NOT a pillar of the retail strategy mix? CO4K1
 - a. Operating model
 - b. Process and people
 - c. Inventory audit
 - d. Retail strategy mix
8. Describe the element in the retail strategy mix involves PR, advertising, and merchandising? CO4K2
 - a. Price
 - b. Promotion
 - c. Personal
 - d. Place
9. What is an essential step in controlling a retail strategy? CO5K1
 - a. Setting clear performance benchmarks
 - b. Ignoring competitor activities
 - c. Reducing staff involvement in decision-making
 - d. Eliminating promotional activities
10. Infer the primary goal of integrating and controlling a retail strategy? CO5K2
 - a. To increase inventory level
 - b. To ensure alignment with business objectives and market Demands
 - c. To focus only on promotional activities
 - d. To reduce employee training programs

Part B
Answer ALL questions

5 x 6 = 30

Each answer should not exceed 400 words or two pages

- 11.a. Narrate with example the nature of the retail ecosystem. CO1K1
(or)
- 11.b. Give your views on the "forms of Retail Ecosystem". CO1K2
- 12.a. Mention the role and functions of Strategic planning process in retail.
List any two illusions created with planning process. CO2K3.
(or)
- 12.b. Consolidate the major types of Situation Analysis used in retailing. CO3K3
- 13.a. Explain with illustration 'Strategic planning in retailing'. CO2K2
(or)
- 13.b. Debate on glare as an identification of customer needs in situation analysis
and how you can overcome finding out them ? CO3K4
- 14.a. Explain the process of retail strategy mix and model to make it more
appearing with illustrations. CO4K2
(or)
- 14.b. Justify with examples, the needs and importance of retail marketing strategies CO4K4
- 15.a. Enumerate the objectives to be considered while using integrating the retail
Strategy. CO5K1
(or)
- 15.b. List out the functions of retail audit. Explain the retail audit requirement for
various activities. CO5K1

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. How will you measure Generic strategies? Analyse in detail the importance of
generic strategies for cost leadership with examples. CO4K2
(or)
- 16.b. Express the factors to be considered while Strategic planning process. CO2K3
- 17.a. Illustrate a goal setting and market analysis in strategic retail planning process
and propose means to them. CO2K2
(or)
- 17.b. Analyse the benefits of organizational missions for situation analysis.
Suggest various means of improving the availability of organisational mission. CO3K2
- 18.a. Elaborate on retail strategy mix in process and people. List the need for
sustainable processes and people and how you will implement it. CO4K3
(or)
- 18.b. Critically evaluate the points to be considered while selecting process and people.
Design and illustrate shades suitable for up and down process and people. CO4K4
- 19.a. Develop consumer research for strategic retail planning process. How will
you decide on various consumer reaction ? CO2K3
(or)
- 19.b. Explain the different types of internal marketing. CO4K2
- 20.a. Analyse in detail the importance of overall strategy for controllable and
uncontrollable variables with examples. How will you measure in overall strategy? CO3K4
(or)
- 20.b. Discuss the objectives in integrating and controlling the retail strategy available
for opportunity analysis. CO5K2