



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 Arrear Examination – November 2025

VI Semester

Batch : 2022 Arrear
Major : BBA 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

- Identify the determinants of retail development. CO1K1
 - Store layout
 - Consumer demographics
 - Employee uniforms
 - Advertising budget
- Mention the key characteristic of a "scale proprietary" retail ecosystem? CO1K1
 - A focus on data sharing with partners and competitors.
 - The use of a single, standardized API for all integrations.
 - High barriers to entry for competitors and a strong lock-in effect for customers.
 - Low development costs due to reliance on external solutions.
- The strategic retail planning process is a continuous cycle that begins with. CO2K1
 - Implementation
 - Market Analysis
 - Goal Setting
 - Designing strategies
- A short-term strategic plan is a part of which stage of the strategic planning process? CO2K1
 - Implementation and control
 - Goal setting
 - Designing retail strategies
 - Short-term actionable strategic planning
- The first step in situation analysis is to define CO3K1
 - Financial resources
 - Organizational mission
 - Ownership alternatives
 - Customer characteristics
- Identify a controllable variable in a retail strategy? CO3K1
 - Competitors' pricing
 - Legal regulations
 - Store operating hour's
 - Economic conditions
- A retailer that becomes the lowest-cost producer in the industry is following which generic strategy? CO4K1
 - Differentiation
 - Focus
 - Cost Leadership
 - Diversification
- The pillars of the retail strategy mix include: CO4K1
 - Price, Product, and People
 - Operating Model, Process, and People
 - Price, Place, and Promotion
 - Product, Place, and Presentation
- Identify a key performance measure used to assess a retail strategy. CO5K1
 - Employee turnover rate
 - Supplier relationships
 - Number of competitor's
 - Market demographics
- A systematic, periodic review of a retailer's operations to identify strengths and weaknesses is CO5K2
 - Market analysis
 - Retail audit
 - Scenario analysis
 - Situation analysis

Part B

5 x 6 = 30

Answer ALL questions

- 11.b. Discuss the "Emerging" and "Nascent" characteristics of a modern retail ecosystem. CO1K2
- 12.a. List in brief the importance of market analysis and consumer research in the strategic retail planning process. CO2K2
- (OR)
- 12.b. What is "Goal Setting" in strategic retail planning? Provide examples of SMART goals a retailer can set. CO2K2
- 13.a. Explain the role of an organizational mission in a retailer's situation analysis, in brief. CO3K2
- (OR)
- 13.b. Describe the significance of identifying customer characteristics and needs during the strategic planning process. CO3 K2
- 14.a. Define Cost Leadership and Differentiation as generic retail strategies with examples. CO4K2
- (OR)
- 14.b. Discuss the elements of promotion in the Retail Strategy Mix. CO4K2
- 15.a. Explain the significance in defining productivity in a manner consistent with its strategy by a Retailer, in brief. CO5K2
- (OR)
- 15.b. Discuss the possible difficulties a retailer might face while conducting a retail audit. CO5K2

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Discuss the meaning, nature, and forms of a retail ecosystem. Explain how collaboration among its various components is crucial for its success. CO1K2
- (OR)
- 16.b. Elaborate on the various determinants of retail development. How do these factors influence the growth and evolution of the retail market? CO1K2
- 17.a. Describe the detailed steps involved in the strategic retail planning process, from goal setting to implementation and control. CO2K2
- (OR)
- 17.b. How does a retailer use short-term actionable strategic planning to achieve his long-term goals? CO2K2
- 18.a. Explain the concept of situation analysis. Discuss how a retailer analyses his organizational mission, ownership alternatives, and personal abilities to formulate an effective strategy. CO3K2
- (OR)
- 18.b. Differentiate between controllable and uncontrollable variables in strategic planning. Explain how a retailer integrates these variables to formulate an overall strategy. CO4K2
- 19.a. Explain generic strategies in the context of retailing. How can a retailer choose the right strategy for its business? CO4K2
- (OR)
- 19.b. Discuss the pillars of the Retail Strategy Mix, in detail. CO5K2
- 20.a. Discuss the process of integrating and controlling a retail strategy. Explain the role of performance measures and scenario analysis in this process. CO5K2
- (OR)
- 20.b. Describe the process of conducting a retail audit and discuss the key areas of focus. CO5K2
