

Avinashilingam Institute for Home science and Higher Education for Women
Coimbatore – 641 043

Master's Degree Examination – November 2017
Semester III

Class : II P.G.

Time : 3 hours

Major : M.B.A. / M.B.A. – IT Organisation Administration

Max. Marks : 60

16MBAC23/16MBMC23 Sectoral Specialisation
23C Retail Management

PART A

10x1/2 = 5

Choose the Correct Answer

1. Which of the following conditions is the most applicable one for retailing?
 - a. Purchase of intermediate product to produce another product
 - b. Shop/store is a necessary condition for retailing
 - c. Retailing is the final leg in the distribution channel of goods and services
 - d. Automation is not possible in retailing as it is labor intensive
2. A specialty store has....
 - a. Broad variety and deep assortment
 - b. Narrow product line with deep assortment
 - c. Broad variety of merchandise, shallow assortment
 - d. Self service store offering groceries and merchandise for household
3. Initiator in a buying decision is a person who...
 - a. Actually decides what, how and when to buy
 - b. Is the actual consumer
 - c. Can influence that decision by his views
 - d. First suggests the idea of buying a product or service
4. The trading area using Huff's Model was developed on the basis of
 - a. Distances in mile
 - b. Empirical method
 - c. Gravitational method
 - d. The effect of competition
5. The growth stage of merchandising management has
 - a. High income innovators as target market
 - b. Middle income adopters as target market
 - c. Mass market as target market
 - d. Low income and laggards as target markets
6. Principles of store design focus on
 - a. Consistency
 - b. Attraction
 - c. Productivity
 - d. All of the above
7. Markup raising is categorized under
 - a. Demand oriented pricing
 - b. Competition oriented pricing
 - c. Cost oriented pricing
 - d. Customer oriented pricing
8. Channel of distribution has
 - a. A retailer in the final business stage
 - b. Wholesaler in the final business stage
 - c. Stockist in the final business stage
 - d. Manufacturer in the final business stage
9. Non store retailing format is classified under
 - a. Method of customer contact
 - b. Size of outlet
 - c. Range of merchandise
 - d. Organizational structure
10. Designing and implementing grievance handling and discipline systems denote
 - a. Compensation and benefit
 - b. Labor relations
 - b. Safety and health
 - d. Organization development

PART B

5 x 4 = 20

Answer all questions

Answer should not exceed 200 words or one page

11. a) Brief on the type of retailers based on merchandise and pricing.
Or
b) Elucidate the function of retailers
12. a) Give a note on components of retailing mix
Or
b) What are the four stages of location decision for a store?
13. a) Write a short note on the two approaches of merchandise buying plan
Or
b) Give an outline of visual merchandising concept
14. a) Enlist the factors affecting pricing decision in retail management
Or
b) Give an overview of non-store retailing
15. a) Give an account on the steps in job design in retail management
Or
b) Enumerate the licenses needed for a super market.

PART C

5x7=35

Answer all questions

Answer should not exceed 600 words or three pages

Question No 20 is compulsory

16. a) Discuss the four phases of retail lifecycle in a more technical and specific form.
Or
b) Give a comparative picture of the general merchandise retailers based on type, variety, assortment, price and location.
17. a) Bring about a clear picture on the various methods of Trade Area Analysis
Or
b) Explain the four types of growth strategies the retailers usually pursue
18. a) The sales forecast depends on various factors. How does the product lifecycle plays a vital role in planning sales forecast
Or
b) Give a blue print of the steps for designing store layout
19. a) Pricing tactics complement the changing trends. Discuss few pricing tactics followed in retailing.
Or
b) How does e-commerce play a role in international trade. Give a big picture in technology perspective?.

20. CASE is compulsory.

A conversation between a Management Consultant and the President of a hotel chain is presented below.

President : I had been in this job for about two months and all I have been doing is to listen to people about their work related problems.

Consultant : Don't you have a HR department?

President : Yes we do. However the HR department is headed by a lower level manager. It does not do much. Even recruitment is done by me. When I joined I found a Sr. Manager retiring and no one to replace him.

Consultant : Have you hired anyone for his place?

President : yes, I have. That is the problem. I hired from outside. As soon as I announced his recruitment one of my managers resigned. Later I understood that she had been waiting for the Senior Manager post for 8 years.

Consultant : what are the other problems you face with Human Resource Management?

President : I found that among the younger Managers and Dy. Managers there was a 70% turnover. All who left had one answer that they had no future here.

Consultant : Do you have HR planning schedule in your organization?

President : Human Resource Planning ? what is it?

- HOW WOULD YOU ANSWER THE PRESIDENT'S QUESTION?
- DO YOU THINK SUCCESSION PLANNING WOULD HELP?
- HOW WOULD RATIO ANALYSIS TOOL HELP THE HOTEL CHAIN IN IDENTIFYING PEOPLE WITH HIGH POTENTIAL FOR PROMOTION AND CREATING BACKUPS?
- HOW IS ORGANIZATIONAL REPLACEMENT CHART SUPERIOR OVER SUCCESSION PLANNING IN THIS CASE?
