

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043.**

**Master's Degree Examination –November 2018
III Semester**

**Class : II PG
Major : MBA-IT Organisation Administration**

**Time: 3 hours
Max. Marks: 60**

17MBMC24C RETAIL MANAGEMENT

Part A

10 x 1/2 = 5

Choose the correct answer

1. The word Retail is derived from _____ word.
 - a. Latin
 - b. French
 - c. English
 - d. German
2. Retailer is a person who sells the goods in _____.
 - a. Large quantities
 - b. Small quantities
 - c. Both a & b
 - d. All the above
3. In retailing there is a direct interaction with _____.
 - a. Producer
 - b. Customer
 - c. Whole Seller
 - d. All the above
4. The factor leading to the growth of retailing is _____.
 - a. changing consumer trend
 - b. Technology
 - c. Demographer
 - d. All the above
5. A multi channel retailer sell merchandize _____.
 - a. Over the telephone
 - b. Through personal selling only
 - c. Over the internet
 - d. Through more than one channel
6. Considering the types of retailers, store which only carries limited products line is classified as _____.
 - a. Speciality store
 - b. Department Store
 - c. Discount Store
 - d. Super Store
7. A private label brand is also known as _____.
 - a. A reseller brand
 - b. A store brand
 - c. A distributor brand
 - d. All the above
8. The fastest growing segment of retailing is _____.
 - a. Non-store retailing
 - b. Hyper market
 - c. Warehouse Store
 - d. Category killers
9. E-retailing refers to _____.
 - a. Sales of electronic item
 - b. Catalogue Shopping
 - c. Computerized store
 - d. Retailing and shopping through internet
10. A _____ fee is the charge many supermarket impose for accepting a new brand to cover the cost of listing and stocking it.
 - a. Inventory
 - b. Slotting
 - c. Initiation
 - d. Stocking

Part B
Answer ALL questions

5 x 4 = 20

Each answer should not exceed 200 words or one page

11.a. Explain the functions of Retailing.

(Or)

11.b. Discuss the cyclical theories of Retailing.

12.a. Discuss the concept of Situational Analysis.

(Or)

12.b. Explain the various strategies to improve the Value Chain.

13.a. Write short notes on Category Management.

(Or)

13.b. Explain the role of Visual Merchandiser.

14.a. Discuss the various objectives of Pricing.

(Or)

14.b. Explain the different functions of Marketing Channels.

15.a. Explain the role of FDI in Retailing.

(Or)

15.b. Discuss the roles of Electronic Payment System in Retailing.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

16.a. Discuss the concept of Retailer Business Model.

(Or)

16.b. Discuss the various challenges in Retail Business in India.

17.a. Explain the various types of Retail Location.

(Or)

17.b. Explain the concept of Strategic Planning Process.

18.a. Discuss the various Visual Merchandising Techniques.

(Or)

18.b. Explain the different factors influencing the private label brands.

19.a. Discuss the various issues in International Retailing.

(Or)

19.b. Explain the various Organizational Patterns in Retailing.

20. Case is compulsory.

Let's assume Siemens Limited (a foreign company) is planning to enter the Indian electronics market.

Answer the following question:

A) Name the other retailers in this market in India.

B) State who among the players in India are better placed to face the competition from this new entrant and maintain their growth

C) Do you think that intense competition in the Retail Electronics Business is likely to cause consolidation? Explain with reasons.