



DM-010-003404

Seat No. _____

M. B. A. (Sem. IV) (CBCS) Examination

April / May – 2015

ECT-10405 : Retailing Management

Faculty Code : 010

Subject Code : 003404

Time : 3 Hours]

[Total Marks : 70

Note : Instruction: All the questions Carry equal marks

1 Explain the followings : (Any Seven)

- (1) Store Atmosphere
- (2) Wheel of Retailing
- (3) Retail Value Chain
- (4) Ethical Responsibilities of Retailer
- (5) Online retailing in India
- (6) Information Technology in Retail Management
- (7) Explain EDLP concept
- (8) Life time value of customer
- (9) Retail Market segmentation

- 2 (A) Why present day retailing has been become important concept for marketers? Comment on this statement.**
- (B) What are the different marketing strategies used in organized and unorganized retailing in India.**

OR

- 2 (A) In what ways is the knowledge of consumer behavior essential for the success of retail strategies?**
- (B) What are the implications of the Government's proposed relaxation of FDI policy in retail?**

- 3 L'Oreal, a manufacturer of well-known cosmetic brands for women, sells its products primarily through department stores. It is considering selling its products directly to consumers through its web site and company owned retail stores. Do you think this a good strategy to pursue? why or why not?

OR

- 3 'Store layout, design and location are keys for the success of a retail store' – Do you agree or disagree? Give your answer with suitable examples related Big Bazaar.
- 4 (A) Explain the strategic retail planning process in detail. Why is it necessary to develop a well integrating strategy?
- (B) What are advantages and disadvantages of national brands versus private-label brands in retail industry?

OR

- 4 (A) What are the different kinds of problems faced by customer in traditional retailing? How it has been replaced by modern retailing?
- (B) Select a retail store of your choice and suggest suitable methods to improve its service quality.

5 Case Study :

Cross-docking is a process by which finished goods from the manufacturing sources are taken and delivered directly to the customers with little or no handling involved in between. Wal-Mart is said to use the concept of cross-docking efficiently and the company delivers about 85% of its merchandise using the cross-docking system. The system runs in such a way that shipments typically spend less than 24 hours in the distribution centers, sometimes even less than an hour.

Goods are continuously replenished to Wal-Mart stores with 48 hours by using the cross-docking systems without having to store merchandise anywhere. The company owned transportation systems also help Wal-Mart in the speedy replenishment process which facilitates just in time replacements where goods from the warehouse are moved to the store in less than 48 hours every time.

Wal-Mart has invested a great deal in this unique cross-docking inventory system which has enabled the company to achieve economies of scale and reduce costs considerably. The company also has invested in state of the art technology that can track stocks and movement of merchandise. This keeps the organization up to date with information pertaining to sales and inventory. Wal-Mart had implemented a satellite network system which enables sharing of information among the company's wide networks of stores, distribution center and suppliers.

Questions :

- (1) Suggest a similar model for a hyper market in India.
- (2) How do you feel about cross-docking help Wal-Mart in achieving efficient replenishments?
