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**MBAS 509**

**Third Semester M.B.A. Degree Examination, December 2017**  
**BUSINESS ADMINISTRATION**  
**Retail Management**

Time : 3 Hours

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
and Research Library

Max. Marks :70

**SECTION - A**  
**(Compulsory)**

**Note :** Answer to the question should **not** exceed 6 pages.

**(1×15=15)**

1. Elucidate the socio economic and technological influences on retailing in India.

**SECTION - B**

**Note :** Answer **any five** of the following questions. **Each** question carries **8** marks.

Answer to the following should **not** exceed **five** pages.

**(5×8=40)**

2. Explain the role of MNCs in the organized retailing in India.
3. How are complaints handled in retailing ? What are the different methods used in complaints handling ?
4. Discuss the latest trends in life style in retailing shopping behavior of customers in India.
5. How does service retailing differ from product retailing ? Which one do you see as more challenging comparatively and why ?
6. What do you mean by visual merchandizing ? What are different components of visual merchandizing ?
7. Does ethics plan any role in retailing ? Substantiate your view point with suitable example.
8. How important is selecting a retail store location ? What are the steps involved in selection of a retail store ?
9. Classify the retail formats and explain the characteristics of each format in detail.

P.T.O.





## SECTION – C

**Note :** Answer to the questions should **not** exceed **six** pages.

**(1×15=15)**

10. Read the following case study carefully and answer the questions that follow :

Whole Food Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of small-health food stores in major cities, the company gained more exposure and access distribution channels for natural foods.

During the late 1980s and the 1990s, the company's growth was fuelled by the upsurge's in American's desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average wages. Whole Food's prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole foods stated its numbers to double the number of its stores by 2015.

**Questions :**

1. Discuss the promotion strategy of Whole foods. Why or why not is it appropriate ? Elaborate.
  2. Discuss the Positioning of Whole foods.
  3. Do you think doubling the number of stores is a sound strategy when "American spend far less of their income on food than other nations". Explain your point of view.
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