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**MBAS 509**

**Third Semester M.B.A. Degree Examination, December 2018**  
**BUSINESS ADMINISTRATION**  
**Retail Management**

Time : 3 Hours

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

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

**Note :** Answer should **not** exceed **6** pages.

**(1×15=15)**

1. Compare the nature of retail formats employed and their impact on retail penetration of any two FMCG companies.

**SECTION – B**

**Note :** Answer **any five** of the following questions. **Each** carries **8** marks. Answer to the following should **not** exceed **five** pages.

**(5×8=40)**

2. Describe the socio-economic and technological influences on retail management.
3. Why present day retailing has become important concept for marketers ?
4. Elaborate the emerging trends in retail advertising and promotions and how they influence the retail store image ?
5. What are the recent trends in life style in retail shopping behaviour of customers in India ?
6. Describe the factors to be considered to have an effective retail pricing decisions.
7. In many malls, fast-food retailers are located together in an area known as a food court. What are this arrangement's advantages and disadvantages to the fast food retailer ?

P.T.O.



8. Discuss retail inventory management.
9. Explain the factors influencing the choice of retail locations with their merits and demerits.

SECTION – C

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

(1×15=15)

10. Super market, Indian fledging retail chain having been started by the alumnus of the prestigious B-School, IIM-B, was expected to have the long-term success, survival and profitability. In the light of India's promising retail potential, huge investments were made by several big corporate houses of India, jacking up the prices of all the related parts of the industry. Being a pioneer in the organised retailing in India, super market became India's largest retail chain with 1,665 stores across the country. In the process it succeeded in building a sound brand name over years with its no-frill, discount format. With Indian organised retail industry blooming under the economic liberalisations and attention from the global players, super market was expected to grow bigger, but as global recession set in, credit markets froze and super market stumbled as its capital structure could not support the requirement. Lack of liquidity and overexpansion troubled super market as it failed to pay rent to the landlords and salary to its employees. Operations came to standstill.
  - a) Analyse the factors responsible for the rise of super market.
  - b) Briefly discuss the reasons for the fall of super market.
  - c) Discuss some strategies for super market to come out of the crisis.