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MBAS 509

III Semester M.B.A. Degree Examination, April 2021
BUSINESS ADMINISTRATION
Retail Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. What would you consider for choosing a location of a garment store in a metro city ? Also explain the steps to be considered while choose a retail store location.

SECTION – B

Note : Answer **any five** of the following. Answer to **each** question should **not** exceed **five** pages. **(5×8=40)**

2. Discuss the socio economic and technological impact on retail management.
3. Explain the different types of organised retail formats in detail.
4. What do you mean by retail service quality management ? Discuss the various service quality models.
5. Elaborate the retail positioning strategies with examples.
6. What are the key components of retail atmospherics ?
7. What are the major buying behaviour pattern of retail consumer ? Explain in detail.
8. Discuss the elements and objectives of visual merchandising.
9. Write a note on retail value chain.

P.T.O.



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

10. Analyse the following case study.

Pratap Kapoor's wild dining format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as "Sher Baugh." Wild dining is more of an amusement park than dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.

- a) What is wild dining offering and target market ?
- b) According to you will this kind of theme based dining format succeed in the Indian context ? Why ? Explain with relevant examples.