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MBAS 509

Third Semester M.B.A. Degree Examination, March 2023
BUSINESS ADMINISTRATION
Retail Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

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

Answer the following question and the answer should **not** exceed **six** pages.

(1×15=15)

1. Explain the factors which play a significant role in the location choice of a particular store in a particular city.

SECTION – B

Answer **any five** of the following questions. **Each** question carries **eight** marks.

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

(5×8=40)

2. Explain the recent developments of retail marketing in India.
3. Describe the factors influencing retail shopper behaviour.
4. Bring out the different types of pricing strategies in retailing.
5. Explain the strategy for effective market segmentation.
6. What are different types of retail formats ? Explain with examples.
7. How to build a retail store image ? Explain.
8. Explain inventory and store management in retail.

P.T.O.



SECTION – C
(Compulsory)

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

(1×15=15)

9. Case Study :

Today's consumers want good value, low prices, and convenience, but they also are attracted to a great shopping experience. Build-A-Bear Workshop, a chain with over 170 stores generating \$300 million in annual sales, is a teddy-bear-themed entertainment retailer whose stores are playgrounds for children.

The stores are exactly what the name says : Customers, or builders, choose an unstuffed animal and, working with the retailer's staff, move through eight "creation stations" to build their own bear. At the first station, the Stuffiteria, children can pick fluff from bins marked "Love," "Hugs and Kisses," "Friendship," and "Kindness". The stuffing is sent through a long, clear tube and into a stuffing machine. A sales associate holds the bear to a small tube while the builder pumps a foot peddle. In seconds, the bear takes its form. Before the stitching, builders must insert a heart. The builders follow the sales associates' instructions and rub the heart between their hands to make it warm. They then close their eyes, make a wish, and kiss the heart before putting it inside the bear. After selecting a name and having it stitched on the bear, builders take their bears to the Fluff Me station, where they brush their bears on a "bathtub" that features spigots blowing air. Finally, they move to a computer station to create a birth certificate for their bear.

Bears are sent home in Club Condo boxes, which act as mini-houses complete with windows and doors. Besides adding value as playhouses, the boxes advertise Build-A-Bear to the child's friends. "[You] could buy a bear anywhere" says Maxine Clark, founder and Chief Executive Bear. "It's the experience that customers are looking for." The experience is depicted on the retailer's Web site, www.buildabear.com.



Customers pay about \$25 for the basic bear, but they can also buy sound, clothing and accessories for their bear. To keep the experience fresh, Build-A-Bear regularly introduces new and limited-edition animals. Clothes and accessories are also up-dated to reflect current trends. There are also in-store birthday parties and an official CD. To make sure that customers have a great experience every time they visit, all sales associates attend a three-week training program at "Bear University," and the firm offers incentive programs and bonuses. The inventory in the stores changes frequently, with different bear styles arriving weekly. Build-A-Bear stores also feature seasonal merchandise such as a King of the Grill bear for Father's Day and a Sweet-heart bear for Valentine's Day.

Questions :

- 1) Is the Build-A-Bear concept a fad, or does it have staying power ?
 - 2) What can Build-A-Bear do to generate repeat visits to the store ?
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