

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Answer to sub-questions must be written together.

Q.1. Answer the following: (Any two)**(15 Marks)**

- a. Explain the functions performed by a retailer (7.5)
- b. Discuss the factors responsible for the growth of organized retail in India (7.5)
- c. What is Airport Retailing? Explain its features (7.5)

Q.2. Answer the following: (Any two)**(15 Marks)**

- a. Explain the factors influencing retail shoppers (7.5)
- b. Write the steps in developing retail strategy. (7.5)
- c. Elaborate the objectives of CRM in retail. (7.5)

Q.3. Answer the following: (Any two)**(15 Marks)**

- a. Discuss the need and importance of private label brands. (7.5)
- b. What is variable pricing? Discuss its types. (7.5)
- c. What do you mean by merchandising? Explain the principles of merchandising (7.5)

Q.4. Answer the following: (Any two)**(15 Marks)**

- a. State the responsibilities of the store manager. (7.5)
- b. Discuss the 5 S's of Retail Operations. (7.5)
- c. Explain the tools used for visual merchandising. (7.5)

Q.5. Solve the case study:**(15 Marks)**

Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy.

It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers. It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market.

With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing.

Retail cannot develop by setting up only malls. In order to promote retail, we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions

1. How is organized retailing can be promoted in Rural India?
2. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?
3. Before setting up an organized retail store what restrictions you will try to avoid?
