

[Time: 2½ Hours]**[Marks:75]**

Please check whether you have got the right question paper.

- N.B:**
1. All questions are **compulsory** carrying **15 Marks** each.
 2. **Figures** to the **right** indicate **full marks**.

- Q.1** Answer the following **(Any Two)** **15**
1. What is retailing? Explain the functions performed by the retailer.
 2. Explain the types of multi-channel retailing.
 3. Write a detailed note on Franchising in India.
- Q.2** Answer the following **(Any Two)** **15**
1. Discuss the strategies that can be adopted by a retailer to build sustainable competitive advantage.
 2. Explain the strategic retail planning process.
 3. Enumerate the role of information technology in retail.
- Q.3** Answer the following **(Any Two)** **15**
1. Explain the concepts: a. Assortment Planning b. Sales Forecasting c. Merchandise Plan
 2. What are private labels? Explain the significance of private labels for a retail store.
 3. Explain the various pricing strategies that can be adopted by a retailer.
- Q.4** Answer the following **(Any Two)** **15**
1. Discuss the significance of visual merchandising and display.
 2. Explain the factors that are considered while deciding the retail location
 3. Explain any one type of store layout with its advantages and limitations.
- Q.5** **Read the case and answer the questions** **15**
- With its foray into organized retail, Reliance aims to develop strong and enduring bonds with farmers in India and take its relationship with end-consumers to a new level. Reliance Retail is undoubtedly creating a win-win partnership for farmers, small shopkeepers and consumers. This idea has been evolved based on the new paradigm in the area of the consumption of products and services in India. Retail will grow few crores over the next few years in building a state-of-the-art retail infrastructure in India. It will follow a multi-format strategy by opening up hypermarkets, supermarkets, seamless malls/ department stores, convenience stores and other specialty stores across India in over 1500 town and cities. Through this effort, Reliance Retail will create 5, 00,000 jobs through direct employment and over millions through indirect employment. Reliance Retail entered the organized retail market in India with the launch of its convenience store format under the brand name of 'Reliance Fresh'.
- Reliance launched their B2B operations called Ranger Farms to cater to small retailers in Hyderabad. They also introduced their private label in the staples category under 'Reliance Select' brand name. Reliance Retail also started its loyalty programme for customers by introducing the 'Reliance One' membership card from the first day of operations in Hyderabad. Within five months of operations, the loyalty programme has over one million members enrolled and is growing at a rapid rate.
- Questions:**
1. List down the important facts of the case. **03**
 2. 'Reliance Retail is creating growth of retail in India'. Discuss. **06**
 3. Suggest suitable retail strategies that can be introduced by Reliance Retail. **06**