

Questions

- (a) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- (b) What would be your suggestions for distribution channel for mushrooms?

MBRM 3001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Retail Management

RETAIL BRANDING AND STRATEGY

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Mention and explain the various Roles of Brand.
2. Write down the Importance of Brand.
3. Explain the concept of Self-Image in Brand Management.
4. What are the criteria to be considered in Brand Proposition?
5. Give your suggestions for Managing Brand Portfolio.
6. Trace and explain the Steps in building a brand.
7. How can Competence and Strategic Capability improve the functioning of the Brand Management?
8. List out and describe the Role of retailers in Mergers and Acquisitions.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Bring out the various methods followed under Brand Positioning.
10. How can an organization develop its Personality of a Brand?
11. Determine the steps involved in finalising the Brand Name.
12. Outline the ways of creating Brand Awareness in the minds of the consumers.
13. Discuss the Contemporary view of the role of Brand Management.
14. Enumerate the Management of Brand in retail Management.
15. Elaborate the different Approaches to strategic Analysis of the retailing environment.
16. Briefly explain the stages of Formulation of Strategic options with in retailing organization.

SECTION.C — (1 × 20 = 20 marks)

Case Study (Compulsory).

17. Marketing and Distribution of Mushroom

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s. Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

MBRM 3002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Retail Management

STORE, LOCATION, DESIGN AND VISUAL
MERCHANDISING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Name the different types of stores and explain the functions of each store.
2. What are the types of planned shopping centre?
3. What factors must be considered while analyzing a trading area?
4. State the objectives of a "good store design".
5. Explain the objectives of Visual Merchandising.

6. What is signage? List out different signs.
7. What is material handling? State its objectives.
8. What are the different records and documents kept in stores materials accounting section?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain Reilly's law of retail gravitation.
10. What are the recent trends in store location decisions?
11. Define Rural area. Explain its merits and demerits.
12. Explain location site and types of retail development.
13. Explain various types of floor plan blue prints used in Indian retail industry with its merits and demerits.
14. What is visual Merchandising? What are the essentials of successful visual merchandising?
15. Discuss the duties and responsibilities of a retail store manager in the today's competitive era.
16. What do you mean by store security? What are the duties and responsibilities of retail floor staff?

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. The Stock in hand of a material as on 1st September was 500 units at Rs. 10 per unit. The following purchases and issues were subsequently made. Prepare the Stores Ledger Account showing how the value of the issues would be recorded under FIFO method.

Purchases

6 th Sep.	—	100 units at Rs. 11
20 th Sep.	—	700 units at Rs. 12
27 th Sep.	—	400 units at Rs. 13
13 th Oct.	—	1000 units at Rs. 14
20 th Oct.	—	500 units at Rs. 15
17 th Nov.	—	400 units at Rs. 16

Issues :

9 th Sep.	—	500 Units
22 nd Sep.	—	500 Units
30 th Sep.	—	500 Units
15 th Oct.	—	500 Units
22 nd Oct.	—	500 Units
11 th Nov.	—	500 Units.

competitive rates for a 10 second spot is Rs.50,000. Producers are possessive about buying commercial time on DD. As a result the DD's projected growth of revenue is only 6-10% as against 50-60% for the private sector channels.

Software suppliers, advertisers and audiences are deserting DD owing to its unrealistic pricing policy. DD has three options before it. First, it should privatize, second, it should remain purely public service broadcaster and third, a middle path. The challenge seems to be to exploit DD's immense potential and emerge as a formidable player in the mass media.

Questions :

- (a) What is the best option, in your view, for DD?
- (b) Analyze the SWOT factors the DD has.

MBRM 3003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Retail Management

RETAIL PLANNING AND LEGAL ISSUES

Time : Three hours

Maximum : 100 marks

PART A – (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Describe the Role of the Retailer
2. What are the elements of Retail Price?
3. What are the factors to determine the Merchandise requirements of the Retailer?
4. What are the advantages and disadvantages of the Retail method of Accounting?
5. State briefly the characteristics of Retail Training Methods.
6. What do you understand by Unfair Trade Practice and what are those Practices?

7. State the rights of the consumers.
8. Explain the concept "Asset Management".

PART B – (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. What are the functions performed by Brands in the Market Place?
10. Define Franchising. State the advantages and disadvantages to the Franchiser and Franchisee.
11. What do you mean by Trademark? How it is protected?
12. Describe the key factors that help in motivating people of the retail organization.
13. State the rules and regulations to register the Establishment under the "Shops and Establishments Act".
14. Describe the laws pertaining to the operation of a retail store.
15. State the list of Licenses/Permissions required to start a retail store in India.
16. Who can file a complaint? Under what are the circumstances, consumers should be protected?

PART C – (1 × 20 = 20 marks)

Compulsory

17. Case Study :

DD is the India's premier public service broadcaster with more than 1,000 transmitters covering 90% of the country's population across an estimated 70 million homes. It has more than 20,000 employees managing its metro and regional channels. Recent years have seen growing competition from many private channels numbering more than 65, and the cable and satellite operators (C & S). The C & S network reaches nearly 30 million homes and is growing at a very fast rate.

DD's business model is based on selling half-hour slots of commercial time to the programme producers and charging them a minimum guarantee. For instance, the present tariff for the first 20 episodes of a programme is Rs.30 lakhs plus the cost of production of the programme. In exchange the producers get 780 seconds of commercial time that he can sell to advertisers and can generate revenue. Break-even point for producers, at the present rates, thus is Rs.75,000 for a 10 second advertising spot. Beyond 20 episodes, the minimum guarantee is Rs.65 lakhs for which the producer has to charge Rs. 1,15,000 for a 10 second spot in order to break-even. It is at this point the advertisers face a problem – the

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MBRM 3004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Marketing/Retail Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Necessitate the importance of Physical Distribution.
2. Enumerate the functions of distribution channels.
3. Discuss the two major issues in establishing distribution channels.
4. Explain the various types of vertical marketing systems.
5. Describe the different forms of benchmarking.
6. Briefly outline the various supply chain models.

7. Delineate the assumptions of the Economic Order Quantity Model.
8. "The goal of any e-business project is to create value" — Discuss.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain in detail the various factors to be considered in selecting a distributor or an agent.
10. Describe the various types of segmentation.
11. Explain the steps involved in the new product development in channel management.
12. Explain the 5 building blocks of supply chain strategy.
13. Discuss in detail the different decision phases in a supply chain.
14. Explain the different types of facility layout.
15. What is meant by Bull-Whip effect? Discuss the methods available for coping with the Bull-Whip effect.
16. Explain in detail e-logistics and e-fulfillment.

SECTION C — (1 × 20 = 20 marks)

Case Study.

(Compulsory)

17. (a) Explain with examples how EDI, Internet and Intranet/ Extranet applied in SCM? (10)
- (b) As a management professional, what measures you will adopt that will cater to a green supply chain in the future? (10)

MBMM 3005/MBRM 3005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Marketing/Retail Management

RETAIL MARKETING

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define retailing and state the features of Retailing.
2. State the various classifications of retailers by Philip Kotler.
3. Explain Business Environment Analysis.
4. State the characteristic features and the advantages of the Departmental Stores.
5. What are the different types of leases used in the retail outlets?
6. Explain the Location Assessment Technique.
7. State the objectives of Sales Promotion.
8. Explain AIDA concept.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. State and discuss the scope, need and the importance of Retailing.
10. Discuss the important functions performed by the retailers.
11. State and explain the various problems faced by the Organised Retail Sector in India.
12. Discuss the major issues to be considered in the retail location.
13. State and explain the different kinds of pricing in the retail marketing.
14. Define Advertising and state the objectives and the various kinds/types of Advertising.
15. State and explain the various internal and the external environmental forces in the Retail Marketing Environment.
16. State and elaborate the factors influencing and involved in the growth of International Retailing.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Discuss the future of Retail Marketing in India.
 - (a) What points should be considered by the Retailers to improve Retailing?
 - (b) What are the opportunities and challenges in Retailing?
 - (c) What are your Recommendations?