

THREE YEAR BBAS., (CBCS) DEGREE EXAMINATION, NOVEMBER 2017

FIFTH SEMESTER

Part – II

RETAIL MANAGEMENT

Time : 3 Hours

Max. Marks : 75

PART – I

Answer any FIVE of the following questions.

(Marks : 5 × 5 marks = 25 marks)

1. Retail organisation.
2. Importance of retailing.
3. What is meant by retail store image?
4. Points to be consider for optimum space use.
5. Micro environment of retailing.
6. Organised retailing in India.
7. External factors influencing retail prices.
8. What is Customer Relationship Management (CRM)?
9. Sales quotas -- Explain.
10. Kirana store layout.

PART – II

Answer any FIVE questions. All questions carry equal marks.

(Marks : 5 × 10 marks = 50 marks)

11. Explain the factors influencing retailing business.
12. What are the steps in retail planning process?
13. "A store layout displays the overall image of the store". Explain about the importance of store layout.
14. What are the various steps involved in choosing store location and the issues in selecting the retail location?
15. What are the advantages and disadvantages of traditional and modern retailing?

16. Explain about socio-economic and technological influences on retail management in India.
17. Briefly explain the various pricing strategies.
18. Write about retail promotional mix.
19. What are the factors that influence the recruitment and selection of sales personnel? (Interview procedures).
20. Food World : Super market

The Food world chain has grown rapidly over the past seven years and there are now 90 stores. Most food world stores are located in Chennai and Bangalore and the chain is focused on the South. Food world has to shut down the first three super markets it opened in Pune. The average size of the stores varies from 4,000 to 5,000 sq.ft. The initial focus on Chennai and Bangalore was partly because Spencer already had prime properties in these two cities. Food world's turn over was Rs. 3 bn (US\$ 62m) in 2002-03. Its business has been delivering operating profits for the last two years. A major aspect of food world's strategy was to develop its supply chain and source as much as possible directly from producers. It deals directly with a number of top Fast-Moving Consumer Goods (FMCG) companies such as Hindustan Lever (a subsidiary of Anglo-Dutch Consumer Goods Giant Unilever), Henkel, Coca-Cola, Godrej, Sara lee, Tropicana and Colgate and also procures many commodities (such as rice, pulses, fruits and vegetables) from as close to the source as possible. A large number of contract farmers supply fruits and vegetables directly to food world. Another important strategy is the emphasis on private labels. Here, the focus has been primarily on the non-life style area, including generic products like ketchups, jams, garbage, bags and so on. Private label sales account for about 30% of total sales. The company plans to increase the number of food world super-markets to 125 by March 2006 but will remain focused on the South. The company is planning to experiment to different store formats. 1. Super stores measuring 12,000 to 15,000 sq.ft for general merchandise. 2. Super food world flagship stores will be small – 5 or 6 at the most.

Questions :

- (a) Which store arrangement do you recommend for the Food world super market for its expansion?
- (b) Suggest number of variety of brands carried to focus on Southern Markets.