Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 3539287   **Date:06/12/2018**
Subject Name: Retailing and Franchising (RF)
Time:10:30 am To 01:30 pm   **Total Marks: 70**

Instructions:
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.			Marks
Q.1		Explain the following with examples:	**14**
	a)	Disintermediation	
	b)	Category	
	c)	FDD	
	d)	Master Franchise	
	e)	Analog approach	
	f)	Reverse auctions	
	g)	Disadvantages of private labels.	
Q.2	**(a)**	Which are the sources of sustainable competitive advantage for a retailer?	**07**
	(b)	What is omnichannel retailing? How is it different from multichannel retailing? How are retailers creating omnichannel experiences?	**07**

OR

	(b)	Explain the types of food retail formats - organized and unorganized, with reference to Indian retail.	**07**
Q.3	**(a)**	What is a trade area? Which type of information is needed to identify the trade area? Explain the Huff's Gravity model.	**07**
	(b)	Write down the list of retail store locations. Which kind of retail locations are best suited for: a) Premium footwear store b) Consumer Electronics. Justify your answers.	**07**

OR

Q.3	**(a)**	Explain merchandise management and category management. Which are the factors affecting sales projections? Explain in brief.	**07**
	(b)	Explain in detail the various types of store layouts, and also explain the applicability of store layouts to different retail formats.	**07**
Q.4	**(a)**	What are the advantages and disadvantages of franchising to franchisor and franchisee?	**07**
	(b)	How shall you apply different merchandise presentation techniques in a store selling kids' toys, apparels, footwear and bags?	**07**

OR

Q.4	**(a)**	Which are the two major customer service strategies in retail? Elaborate with applicable examples.	**07**

(b) You are a potential franchisee, in the lookout for a franchise **07** opportunity in the Foods & Beverages segment. Mention the step-wise process which you would undertake and the precautions you will take to minimize risks.

Q.5   **Roadster Go:**

Online fashion retailer Myntra has just come up with its first of its kind store featuring zero assistance from store staff and self-checkouts within 30 seconds with zero time wasted on scanning individual products or removing security tags.

Spread across 1,900 sq ft the store has been christened 'Roadster Go'— The Speed Shopping Store, is 100 per cent RFID-enabled (Radio-frequency identification) and offers customers a fusion of an online-offline shopping experience. Also, Roadster is Myntra's private label and operates in fashion and lifestyle space.

"In a first in the country, customers will now be able to pick up their favourite garments without any assistance, get to know the online price of the garment before making a buy decision and do a self-checkout in 30 seconds. For the first time, we are offering this in-store experience to all shoppers and not just to Myntra App shoppers" said Manohar Kamath, Head, Myntra Fashion Brands in an media interaction. Myntra plans to open its third 'Roadster Go' store in Pune, and end this fiscal with 15 stores with a total of 50 stores by 2020.

The store also features a digital fashion kiosk that allows shoppers to pull up the online product listing from Myntra for any particular product, to learn detailed information including fabric, washes, suitability to body type, color matching, and size availability among others.

All Roadster Go stores will have integrated inventory and Endless Aisle, enabling customers to browse the collection online at the store, check out product details & availability, and have the goods delivered to their doorstep or collect them at the store, the company said in a statement.

(a)   According to you, will the concept succeed? Justify your opinion with clear and categorical answers.   **07**

(b)   Should Myntra open company owned outlets or should it expand through franchising? Mention the advantages and disadvantages of the selected option too.   **07**

OR

Q.5   (a)   Do you think that the Indian retail market is ready for such experiential retailing? Which market segments would accept and reject the concept?   **07**

(b)   Elaborate on the location, merchandise presentation and customer service strategies which Myntra should adopt.   **07**

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