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Total No. of Pages : 03

Total No. of Questions : 15

MBA (Sem.-3)

RETAIL AND FRANCHISING

Subject Code : MBA-904

M.Code : 70742

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A**Write short notes on :**

1. Outline different types of buying decisions.
2. What are components of retail communication mix?
3. What is visual merchandising?
4. Discuss different strategies for motivating retail employees.
5. Outline different franchise legal documents.
6. What is retail audit?

SECTION-B**UNIT-I**

7. What are the factors that have contributed to the rise of retail in India? Explain the challenge that global retail will face in India?
8. Describe the classification of retail formats. What are some of the emerging retail formats in India? Give examples to support your answer.



UNIT-II

9. How can store location problem be solved in an effective way? Discuss with examples. Why are store location decisions irreversible?
10. Write short notes on following :
 - a. Gaining competitive advantage through HRM
 - b. Designing retail organization structure

UNIT-III

11. What is merchandise planning? Explain its process.
12. *"A store layout displays the overall image of the store."* Explain about the importance of store layout.

UNIT-IV

13.
 - a. What is Franchising? Why is it popular?
 - b. Describe the characteristics of various types of franchising.
14. Write short notes on following :
 - a. Differentiate between Trademark, patent and copyright
 - b. Franchising marketing process.

SECTION-C

15. CASE STUDY :

Natures Foods Market is a supermarket chain with ten stores selling healthy and organic products in metropolitan cities of India. It's of products includes organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free products for kids. The company began in the 1990s as natural-food stores in Mumbai and catered to very elite class of people who cared about natural foods. The store was created on lines of Whole foods Store in USA. Over the years the Company has grown into a chain of stores by acquiring small health food stores in other cities. The acquisition has also helped the company gain more exposure and access distribution channels for natural



foods. During the late 1990s and early 2000s, the company's growth was fuelled by the rise of India's upper middle class and their exposure to western world. The exposure led to increase in the desire of India's new upper middle class and middle class for healthy living and their interest in gourmet cooking. Natures Foods does very little advertisements but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. However, company CEO believes that Indians need to spend more on higher-quality foods and that quality did come at a price. Recently, the company announced its intentions to enter into tier 2 cities in India.

Questions:

- Discuss the promotion strategy of Natures foods. Why or why not is it appropriate? Elaborate.
- Discuss the Positioning of Natures Foods.
- Do you think entering into tier 2 cities in India is a sound strategy? Explain your point of view.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.

