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III Semester M.B.A. Degree Examination, January/February 2019
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper 3.4.1 : Retailing Management and Services

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **(5×5=25)**

1. Who is a retailer ? How is retailer important channel member ?
2. Explain the different types of Retailing.
3. What are the advantages and disadvantages of value based pricing ?
4. Describe the components of visual merchandising.
5. Explain the steps involved in choosing retail site location.
6. Describe the shopping decision process by the customers in retail sector.
7. In many shopping malls, fast-food retailers are located together in an arena known as a food court. What are the arrangement's advantages and disadvantages to the fast food retailer ?

SECTION – B

Answer **any three** of the following questions. **(3×10=30)**

8. Compare the nature of retail formats employed and their impact on retail penetration of any two FMCG companies.
9. Explain the different types of organized retail format with suitable examples.
10. Discuss the challenges and opportunities of retailing in India.
11. Elucidate the extended services marketing mix : 7Ps of Services marketing.

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SECTION – C

Compulsory (Case Study) : **(1×15=15)**

12. Shoppers stop, global retailers in India, was founded in 1991. K. Raheja group the real estate company was the founder of shoppers stop. When it began it was a single store, today it is has got more than 40 stores present in more than 18 cities, offering men's wear, women's wear, children wear and other accessories.

Shoppers stop, is a pioneer of organized retail in India, is the largest department store chain, with a large assortment of leading national and international brands. The store is popularly acclaimed by its customers, which is achieved due to experienced professionals, supported by world class systems and practices. Shoppers stop further believes in providing customer priority which is why the loyalty programme of theirs has more than 2 million satisfied customers and it contributes to 75% of the sales. First citizen loyalty programme is the most successful, objectives of this programme is to ensure customer delight and satisfaction. This first citizen programme customer group analysis shows that members retain to this programme due to these benefits.

- Reward points can be redeemed for a wide variety of merchandize.
- Exclusive schemes benefits promotions, invitation to exclusive event.
- Exclusive first citizen lounge services for relaxation, special preview of sale.
- First citizen updated through unique service SMS.

Shoppers stop is associated with citi bank to provide this programme, which help to manage the account, they can also opt for financial services, EMI option. This loyalty programme is most successful in the industry.

Questions :

A) Retail format of shoppers stop is department store. Explain, how successful is this format ?

B) Loyalty programme of shopper's stop is successful. Explain how the programme is designed to retain customers ?

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