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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2014 to 2017) (Sem.-3)
RETAIL AND FRANCHISING
Subject Code : MBA-904
Paper ID : [C1199]

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. **SECTIONS-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 Multichannel retailing
- 2 Growth of retail sector
- 3 Customer loyalty programs
- 4 Trademarks
- 5 Franchise business plan
- 6 Marketing research

SECTION-B**UNIT I**

- 7 What is meant by retail management? Elaborate the concept of retail marketing in India.
- 8 Discuss in detail the impact and growth of online retail in India.

UNIT II

- 9 What do you understand by retailing strategy? Explain the retail planning process.
- 10 How would you as a ceo would design the organization structure of your organization. Give reason for your choice and rejections of design.

UNIT III

- 11 What are different aspects of retail merchandising?
- 12 What are common types and role of retail promotion strategies in India? Give examples

UNIT IV

- 13 How can one recognize different franchising opportunities available? How would you go about doing feasibility analysis of the same?
- 14 Discuss the role of information systems in success of a franchise taking example from India.

SECTION-C

15 Case Study

Indian food service market is huge. It can be anything from 50-60 thousand crore market. Out of this chained food revenue is only 10% which is growing very fast. With constant internalisation of Indian consumer and rising income level, discretionary spend of this disposal income on items like food is going to increase in future. And with double income no kids and more women working this may grow very fast. Dunkin' Donut are largest bakery and coffee company in United States and try to offer food solutions throughout the day which means for all day parts for all day along as per food requirements of the consumer. There is no westernised MNC operating in this space-all day food solution. There are also Indian people who are trying to do but in a very limited way--in Indian cuisine.

Dunkin' Donut has debuted in India through a Master Franchise agreement with Jubilant Foodworks Ltd. Dunkin's signature product donut is a category which is still undeveloped / less penetrated in India. Globally in most markets donuts are hugely successful and India is a sweet tooth country-Donuts may have a huge potential here. Dunkin Coffee and beverages are an absolutely hit in most markets. The coffee space in India is still only four to five hundred crore market, small but growing very fast.

Question :

Q: What do you believe would be the future of this franchise, quoting reasons, in Indian marketplace which is agog with local products?