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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 to 2017) (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. Discuss the concept of multichannel retailing.
2. Explain how can demand be estimated for a new location.
3. Define and explain customer loyalty.
4. Discuss the advantages and disadvantages for a franchisor.
5. Explain the concept of trade secrets.
6. Discuss the technicalities of pricing decisions for merchandise.

SECTION-B**UNIT-I**

7. Discuss the changing scenario of retail in Indian context. Give examples?
8. What are the different social factors influencing buying decisions in retailing? Discuss.

UNIT-II

9. Discuss the different factors influencing the retail outlet location. Give examples.
10. Write notes on :
 - a) Motivating retail employees
 - b) Financial Strategy

UNIT-III

11. Write notes on :
- Visual merchandising
 - Planning merchandise
12. What are the factors that affect the store design and layout? Discuss with examples.

UNIT-IV

13. Discuss what is meant by franchise feasibility. Explain how can it be assessed.
14. Write notes on :
- Patents
 - Copyrights

SECTION-C**15. Case Study :**

M/s Homebase is a leading home enhancement and general merchandise retailer selling over 38,000 products for the home and garden. It has more than 300 large, out-of-town stores throughout the world, serving around 64 million customers a year.

As a destination retailer - where customers make a point of visiting a store because they wish to view, research or purchase products - customer sales conversion rates were deemed to be falling short of potential. A key driver of this was colleague hours not being focussed on the right customer-centric activities. As a result, a review of in-store operations and the customer experience was launched with the help of management consulting partner, Gemini Consulting. Initial analysis highlighted a few key areas of opportunity :

- Potential to reinvest time spent on non-value adding activities into customer service.
- Potential to complement a strong targeted task-focus with an equally strong customer-centric mindset to better leverage this increased customer-facing time.
- Potential to transform leadership, selling skills and knowledge to drive a better customer experience, better conversion and better financial results and empowered colleagues. Homebase trialed a low-capex 'future-store' concept through an integrated set of +/-20 solutions that addressed each of the three opportunities described above. As the Stores Director explains : *"It was all about empowering and enabling Homebase colleagues to deliver a great experience for our customers."*

Determine :

- Explain what were the reasons for low customer sales initially.
- Discuss in your own words, how Homebase improved its customer centric strategy.

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.