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GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012 Subject code: 839901 Date: 28-12-2012

Subject Name: Retailing - I Time: 10:30 pm - 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. Define Retailing. Explain wheel of retailing. Q.1 07 Explain the following terms with relevant examples. 07 : (1 mark each) (a) Market Penetration (b) Market Skimming (c) Odd Pricing (d) Single Pricing (e) Every Day Low Pricing (f) Price Bundling (g) Multiple Pricing Explain HR policies of any one organized retail format. **Q.2 07** (a) Define Strategy. Explain the two strategies adopted by the two national 07 players – Westside and Shopper's Stop. (b) Explain some of the innovations in the use of IT that the retail industry has 07 pioneered. What are the factors that the retailer must take into consideration before 07 0.3 (a) going international? (b) Explain the legal issues in franchising in India. Give two successful Indian 07 franchisee example in detail. OR What are the factors which affect the buying behavior of Indian Shopper? **Q.3** (a) 07 Explain the concept of RFID and Cross Docking with relevant example in **(b)** 07 detail. Explain the significance of retail as an industry 0.4 (a) 07 What is a trade area? Explain any two methods of evaluating trading area. **(b)** 07 Explain any two methods of evaluating merchandise performance. **Q.4** (a) 07 Explain the issues involved in supply chain management. 07 **Q.4 (b)** Q.5 (a) What are the challenges that will be faced by a concept like airport 07 retailing in India. Explain in brief traditional business models in Indian retailing and its significance in rural areas. OR Explain the concept of services retail with two real life examples. **Q.5** 07 Explain the following terms with two examples each -1 mark each) 07 a. Hypermarket b. Discount stores c. Airport Retailing d. Supermarket e. Leased Departments f. Cash and carry g. Airport Retailing
