

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A -IIInd SEMESTER-EXAMINATION – MAY/JUNE- 2012

Subject code: 839901

Date: 04/06/2012

Subject Name: Retailing - I

Time: 02:30 pm – 05:30 pm

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1 (a) Do you believe that independent retailers will soon disappear from the highly competitive retail landscape in India? Give reasons for your answer. 07
(b) Discuss the various non-store retailing formats with examples. 07
- Q.2 (a) Which are the various factors influencing retail shopping behavior? 07
(b) Discuss the strategy planning process in retail. 07
OR
(b) Which are the retail strategies adopted by Pantaloons to increase its hold on the overall market? What are its strengths as a retailer? 07
- Q.3 (a) As an owner of a Jewelry store what are the factors that a retailer need to take into account while choosing the store? 07
(b) Explain the central place theory of Trade area analysis. 07
OR
(a) Explain the law that establishes the point of indifference between two cities or communities, so that the trade area of each can be decided. 07
(b) “A good location may let a retailer succeed even if its strategy mix is mediocre.” Is it always true? Give examples 07
- Q.4 (a) Explain any 7 pricing strategies 07
(b) Can stores apply uniform markups on all the products that they buy? Explain your answer. 07
OR
(a) Which are the factors that affect the retail pricing strategies? 07
(b) Which are the various elements of retail pricing? 07
- Q.5 (a) How important is local hiring for a national retail chain store & why? 07
(b) Which are the various aspects of Human Resource Function in retail? 07
OR
(a) Which are the various issues faced by a retailer in implementing an organization wide SCM? 07
(b) Write a note on Database marketing. 07
