

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem. – III - Examination – June- 2011

Subject code: 839901

Subject Name: RETAILING -1

Date: 16/06/2011

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) Which have been the driving forces for retail growth and development in India? **07**

(b) Explain, giving examples, the major categories of food retailers. **07**

Q.2 (a) Which are the growth opportunities available to a retailer? **07**

(b) Which factors shall affect the buying behavior of a shopper shopping for a new electronic home appliance? **07**

OR

(b) How have retailers expanded their operations globally? Support your answer with suitable examples. **07**

Q.3 (a) Write a note on the types of retail locations. **07**

(b) What are the advantages and disadvantages of a mall (for the retailer) as a store location? **07**

Which types of retail formats find it beneficial to open up a store in a mall?

OR

Q.3 (a) Briefly explain the concept of retail trade area and its importance to the retailer. **07**

(b) You have been appointed as a consultant to suggest appropriate retail store location(s) for:

(i) A Supercentre/ hypermarket

(ii) A book store

Justify your recommendations.

Q.4 (a) What is mark-up pricing? What is initial and maintained mark-up? **07**

(b) Explain the concept of GMROI and its importance in measuring retail performance. **07**

OR

Q.4 (a) Which are the various pricing strategies that may be adopted by a retailer? **07**

(b) Which are the commonly available methods of analyzing merchandise performance? **07**

Q.5 (a) Discuss the strategic role of HR in retail. **07**

(b) Why is SCM crucial to a retailer? **07**

OR

Q.5 (a) Explain some of the major innovations in SCM pertaining to retail. **07**

(b) You are in the process of setting up a franchise of Reebok. How and where will you incorporate IT in your venture? **07**
