

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015****Subject Code: 839901****Date: 03-06-2015****Subject Name: Retailing – I****Time: 14:30 pm – 17:30 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)** Explain the importance of retail as an Industry. **07**
(b) What is retail and what is its role in marketing? **07**

- Q.2 (a)** What are the factors which affect the buying behavior of a retail shopper? **07**
(b) Discuss the reasons for the success of franchising as retail model. **07**

OR

- (b)** Discuss the classified categories of retail formats. **07**

- Q.3 (a)** Write a note on the types of retail locations. **07**
(b) Which are the various pricing strategies that may be adopted by a retailer? **07**

OR

- Q.3 (a)** Explain the challenges to retail development in India. **07**
(b) Discuss the strategies role of HR in retail. **07**

- Q.4 (a)** Explain any two methods of evaluating merchandise performance. **07**
(b) What are the advantages and disadvantages of a mall (for the retailer) as a store location? **07**

OR

- Q.4 (a)** Explain the concept of services retail with two real life examples. **07**
(b) How important is local hiring for a national retail chain store & why? **07**

- Q.5 (a)** What is retail logistics? Explain. **07**
(b) What are the reasons for the emergence of supply chain management? **07**

OR

- Q.5 (a)** Explain the role of customer relationship management in retail. **07**
(b) Explain the following terms. **07**

A, Visual merchandising.

B, Circulation Plan.
