

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.

- Q.1** (a) Define Retailing.Explain wheel of retailing. **07**
 (b) 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
- Q.2** (a) Explain HR policies of any one organized retail format. **07**
 (b) Define Strategy. Explain the two strategies adopted by the two national **07**
 players – Westside and Shopper’s Stop.
OR
 (b) Explain some of the innovations in the use of IT that the retail industry has **07**
 pioneered.
- Q.3** (a) What are the factors that the retailer must take into consideration before **07**
 going international?
 (b) Explain the legal issues in franchising in India. Give two successful Indian **07**
 franchisee example in detail.
OR
- Q.3** (a) What are the factors which affect the buying behavior of Indian Shopper? **07**
 (b) Explain the concept of RFID and Cross Docking with relevant example in **07**
 detail.
- Q.4** (a) Explain the significance of retail as an industry **07**
 (b) What is a trade area? Explain any two methods of evaluating trading area. **07**
OR
- Q.4** (a) Explain any two methods of evaluating merchandise performance. **07**
Q.4 (b) Explain the issues involved in supply chain management. **07**
- Q.5** (a) What are the challenges that will be faced by a concept like airport **07**
 retailing in India.
 (b) Explain in brief traditional business models in Indian retailing and its **07**
 significance in rural areas.
OR
- Q.5** (a) Explain the concept of services retail with two real life examples. **07**
 (b) 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
