I. Answer the flowing questions [Any 5]:

Explain your understanding of the following challenges of retailing in India?

1) Manpower issues.
2) Infrastructure & Real estate.
3) Integrated Supply Chain management.
4) Store planning & Store Positioning.
5) Shrinkage.
6) Private label brand.
7) Retail marketing mix.
8) CRM application.
9) Role of visual merchandisers in retail.
10) Role of retail sales personnel.
11) Vending trends.
12) Concept of MRP.

5X2=10

II. Answer the flowing questions [Any 4]:

1) What are the key drivers of retailing in India?
2) What do you understand by Mall Management as an emerging concept in India?
3) What are the significant areas of stores operations?
4) Name some typical tasks in retail?
5) With the flow chart elaborate the customer service management in retail?
6) Elaborate the process personal selling in retail?
7) What are the pitfalls of e-tailing?

4X5=20

III. Case study: All questions are compulsory.

Wal-Mart operated in only eight countries outside the US in 1998. Global expansion was expected to provide a major impetus to growth in the next millennium. Wal-Mart associates were guided by two rules that Walton the founder had laid down in the 1960s:

Rule No. 1 “The customer is always right!”

Rule No. 2 “If the customer happens to be wrong, refer to Rule No. 1.

Walton strived to make Wal-Mart a place where work could be fun. This attitude seemed to have been imbibed from the small town environment in which the Wal-Mart stores were located. In these towns, not much entertainment was, otherwise, available. Building a carnival-like atmosphere played an important role in attracting customers.

Wal-Mart had divided its main operations into four divisions – Discount Stores, Super centers, Sam’s Clubs and Wal-Mart International.

The company announced plans to enter India aggressively through the joint venture route. It plans to tie up with Nilgiris in India.

A) What do you understand by the term franchising and explain why it is the most effective method of rolling out stores in India?
B) Write a brief note on retail formats in India?
C) What do you understand by merchandising and its importance in store design?
D) With the help of a flow chart explain the importance of technology in retail?

4X5=20

WISH YOU ALL THE BEST