

**SWAMI VIVEKANANDA YOGA ANUSANDHANA SAMSTHANA
(S-VYASA)**

(declared as Deemed-to-be University under Section 3 of the UGC Act, 1956)
FINAL EXAMINATION

MSM T 405 Service Marketing & Retail Management

Date : 29-May-2011
Time : 3Hr

Max Marks: 50

I. Answer the flowing questions [Any 5]:

5X2=10

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.

II. Answer the flowing questions [Any 4]:

4X5=20

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

III. Case study: All questions are compulsory.

4X5=20

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?

*****WISH YOU ALL THE BEST*****