

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER-2 – EXAMINATION – SUMMER 2019

Subject Code:3539287

Date:06/05/2019

Subject Name: Retailing and Franchising

Time:02.30 PM TO 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. No.	Question Text and Description	Marks
Q.1	Define the following : (a) Retail Merchandising (b) Store atmospherics (c) Omni Channel retailing (d) Store layout (e) Franchisee Agreement (f) Design Merchandising (g) Retail location	14
Q.2	(a) Explain various retail formats in brief.	07
	(b) What are the different methods for the study and practice of retailing? ?	07
OR		
	(b) What are the elements of the store's environment?	07
Q.3	(a) How are the various types of fixtures, merchandise presentation methods and techniques, and the psychology of merchandise presentation used to increase the productivity of the sales floor?	07
	(b) What is the process involved in hiring employees?	07
OR		
Q.3	(a) What methods can retailers use to compensate their employees ? Discuss.	07
	(b) What are the different types of retailing channels.	07
Q.4	(a) How does dependency, power, co-operation and conflict influence channel relations ?	07
	(b) Discuss global franchising and Indian franchising.	07
OR		
Q.4	(a) Discuss various types of franchising in detail.	07
	(b) Discuss in detail various risks being involved in franchising.	07

Q.5 TOUGH TIMES FOR GROCERS

In search of new ways to woo shoppers, the nation's 30,000 supermarkets have become a marketing test ground. The industry is still struggling to fight new competition and demographic changes that have been building for years. Baby boomers, one of the largest and most affluent groups of shoppers, have aged and now eat out frequently and shop on the run. The evidence of their lifestyle is ubiquitous: convenience stores and pharmacies now carry an array of groceries, and purveyors of prepared foods are flourishing.

The liberal spending by baby boomers has helped cause food sales to soar. But, supermarket shopping sprees have not weighed heavily in the increase. Since 1965, food spending in America has climbed 46 percent, in real terms, to \$534.5 billion in 2000, according to the Agriculture Department. But over that period, spending on food consumed at home-purchased mainly from supermarkets-grew by only 20 percent, to \$291.2 billion. Spending on food eaten away from home-at fast food restaurant, delis and other retailers that prepare food, shot up by 89 percent, to \$243.3 billion according to the agency.

In addition, the increased competition from the discounter's supercenters has forced at least a thousand weaker supermarkets a year to shut down. And in an attempt to be as attentive to customers' needs as the corner grocers of the past, supermarkets are stocking twice as many products as they did a decade ago, further increasing their costs. Many have added conveniences like in-store restaurants, banks, pharmacies, and delis with hot prepared foods. They are using computer scanners to track individual purchases and to improve their marketing. Some are holding events like sampling extravaganzas to make shopping more exciting.

Service, value, convenience and quality rather than price are the carrots that lure time-pressed shoppers today. "Retailers are moving away from featured sales," said the president of an advertising agency that specializes in the food industry. "No longer do you pile it high and sell it cheap."

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| (a) | What strategies can supermarkets adopt to fight off competition from fast food restaurants and minimarts? | 07 |
| (b) | Do you believe the trend in spending for food that is eaten away from home will continue in the future? Explain your response. | 07 |

OR

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| Q.5 | (a) | Can supermarkets compete with supercenters? | 07 |
| | (b) | Should supermarkets worry about on-line grocers trying to take away their customers ? | 07 |
