

**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.

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