

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2015

Subject Code: 849901

Date: 15-05-2015

Subject Name: Retailing - II

Time: 10.30 am - 13.30 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) What are the various methods of franchising which exists? Explain with examples. **07**
(b) Discuss the reasons for the success of franchising as a retail model? **07**
- Q.2** (a) What are private labels? What are the different categories in which they can be classified? Give examples of Indian private labels in each category? **07**
(b) Explain the process of private label creation? **07**
- OR
- (b) Explain the role and relevance of customer relationship management in retail? **07**
- Q.3** (a) Discuss in detail the different loyalty programs that can be adopted by different format of retailers? **07**
(b) Discuss the importance of information technology in retail in current scenario? Which problems of the retailers can be solved by the use of information technology? **07**
- OR
- Q.3** (a) It is very necessary to keep certain basic principles in mind while creating the store environment. Explain the various principles which a retailer should keep in mind while crafting the store environment? **07**
(b) Apart from using the product, what can be the various tools which a retailer may use to make a visual impact on the customer? **07**
- Q.4** (a) What are the reasons for the emergence of category management? What is the role played by category management while retail strategy is designed? **07**
(b) What do you understand by the term retail image? Does a good retail image necessarily mean a strong brand value? **07**
- OR
- Q.4** (a) What are the elements of Store design? Discuss the role of Atmospherics & Aesthetics in store design? **07**
(b) Is the concept of Integrated Marketing Communication relevant to a retailer? **07**
- Q.5** (a) Discuss the pros and cons of permitting FDI in Indian retail? **07**
(b) What is the significance of branding in retail? **07**
- OR
- Q.5** (a) Explain the various gaps which need to be closed in order to narrow the Customer Service Gap? **07**
(b) Discuss the role played by POP communication in a retail store **07**
