

Basavarajeswari Group of Institutions
BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT
 (Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN

--	--	--	--	--	--	--	--	--	--

Course Code

2	2	M	B	A	M	M	3	0	2
---	---	---	---	---	---	---	---	---	---

Third Semester MBA Degree Examinations, March/April 2024
ADVANCED RETAIL MANAGEMENT

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.
 2. Question No. 8 is compulsory
 3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTLCO:PO)</u>
1.	a. Define retailing concept	03	(1 :1 : 1)
	b. Explain the problems involved in Indian retailing.	07	(2 :1 : 1)
	c. Discuss the various types of retailers with suitable examples.	10	(4 :2: 2)
2.	a. List the objectives of good store design.	03	(1 :2: 2)
	b. Explain the factors affecting retail site and location.	07	(2 :2: 2)
	c. Discuss the 3 theories of retailing in detail.	10	(2 :4: 4)
3.	a. Define visual merchandising.	03	(3 :2 : 2)
	b. Discuss the responsibilities of store manager in detail.	07	(3 :2 : 2)
	c. Define store layout and explain the types of store layout.	10	(3 :1 : 1)
4.	a. Define retail audit	03	(2 :2: 2)
	b. Explain the role and importance of research in retailing.	07	(2 :2: 1)
	c. Discuss the motives and issues encountered in international retailing	10	(2 :3: 1)
5.	a. Define online brand management.	03	(2 :3: 1)
	b. Illustrate the current status of online retailing with suitable examples.	07	(2 :3 : 3)
	c. Explain the advantages and disadvantages of e-retailing in detail.	10	(2 :3: 1)
6.	a. Summarize on communication mix.	03	(2 :5 : 5)
	b. Explain the store security and parking space problems at retail centres.	07	(2 :2: 1)
	c. Explain the factors considered in controlling cost and reducing inventory cost.	10	(3 :2: 2)
7.	a. Define category killers.	03	(3 :2: 2)
	b. Discuss the trends in retailing.	07	(2 :2: 1)
	c. Illustrate the role of FDI in retailing.	10	(3 :3: 2)

Note: (RBTLC - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO- Programme Outcome)

8.

CASE STUDY

KFC restaurants are doing an about-face abroad. The KFC global design team has been working to overhaul and modernize the brands visual appearance to the public. All new and remodelled stores were started based on a sleek design concept that encourages patrons to linger. KFC certainly hopes their customers spend longer hours in their restaurants and that is reflected in sales growth. As a result, KFC tries to keep renewing their concepts in this direction, satisfying customer's preference for spending time at places where they feel relaxed, and perceive the place as part of their daily lives with materials, colours and lighting.

- | | | | |
|-----------|---|-----------|------------|
| a. | Identify the key elements that have contributed in enhancing the visual appeal of KFC. Which visual merchandising techniques does KFC follow? | 10 | (4 :5 : 5) |
| b. | Discuss some of the factors affecting the exterior and interior layout of a store. | 10 | (4 :5 : 5) |

** ** *