

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Third Semester MBA Degree Examinations, April 2023

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>(RBT:CO:PO)</u>
1.	a. Define retail management.	03	(1 : 1 : 1)
	b. Summarize the problems of Indian retailing.	07	(2 : 1 : 1)
	c. Differentiate the various types of retail formats.	10	(4 : 2 : 2)
2.	a. Describe retail market strategy.	03	(1 : 1 : 1)
	b. Explain the importance of location decision in retailing.	07	(2 : 1 : 1)
	c. Explain determine the theory wheel of retailing.	10	(4 : 2 : 2)
3.	a. Define buying system.	03	(1 : 2 : 2)
	b. Outline the responsibilities of store manager.	07	(2 : 2 : 2)
	c. Compare the various visual merchandising techniques.	10	(4 : 2 : 2)
4.	a. Write the meaning of relationship marketing.	03	(2 : 3 : 3)
	b. Contrast the areas of retail research.	07	(4 : 4 : 4)
	c. Explain retail pricing strategies.	10	(4 : 3 : 3)
5.	a. Explain the concept of online brand management.	03	(2 : 4 : 4)
	b. Analyze the advantages of e-retailing.	07	(4 : 4 : 4)
	c. Explain the online purchasing process.	10	(4 : 5 : 5)
6.	a. Tell about multi-channel retailing.	03	(1 : 4 : 4)
	b. Dissect the objectives of good store design.	07	(2 : 3 : 3)
	c. Explain in brief about coding system in retailing.	10	(4 : 2 : 2)
7.	a. What is retail audit?	03	(2 : 3 : 3)
	b. Differentiate offline retailing and e-retailing.	07	(2 : 4 : 4)
	c. Explain the issues involved in international retailing.	10	(4 : 4 : 4)

Household groceries, at walking distance, at economical prices are Food World's USP. Where from do you get your vegetables and groceries? Pop this question to any housewife and the most likely response is from the neighbourhood vendor selling on a pushcart, or a nearby market, which houses groceries. But both these options make no allowance for hygiene and comfort. This germ of a thought is what set the process for the conception of Food World in Chennai in 1996. From there on, Food World, a joint venture between Dairy Farm International and RPG Gardinier has gone to add four cities – Bangalore, Pune, Coimbatore, and Hyderabad – at 41 locations. Raghu Pillai, managing director, Food World says, "We started in Chennai because of the developed retail market, good real estate prospects and cosmopolitan atmosphere. We have the most comprehensive range of products at the most competitive prices." Lower pricing is a function of the volume that the store generates. It gets close to a million customers a year. The throughput in a store ranges from ` 20,000 lakh to ` 17 crore a month. It has plans to touch the ` 1000 crore figure by the year 2003-2004. Says Pillai, "From humble beginnings, today Food World has 12 outlets in Chennai, 14 in Bangalore, 9 in Hyderabad, 4 in Pune, and 2 in Coimbatore. It occupies a total retail space of 100,000 sq. ft. and has additional 100,000 sq. ft. of warehousing facility. Not content to sit on its laurels, Food World has chalked up plans of setting up 100 stores by December 2000. But instead of venturing into new cities, Food World will consolidate itself in the already existing locations. Normally groceries, food, and vegetables are a low interest area. So building a brand is much more difficult. To generate and retain interest, Food World runs a host of contests and promos. It has a 52-week promotional calendar with a variety of schemes to attract consumers. Pillai says, "At any given time, there are 150 – 200 products at a certain level of discount." The layout of the store is designed keeping convenience in mind. For example, pulses are kept at the front, rice at the back, while vegetables to be kept on top. The execution enables vegetables on the top of a basket during a purchase. Food World sources most of its branded groceries from traditional C&F agents, rice from the rice mills, fruit and vegetables from the neighbouring villages or the mandi. Some of the problems encountered are assessing the best location, attaining economic viability and leveraging synergies. As all volumes are aggregated in the state, generating large enough volumes to leverage it as an advantage is a difficult task. The infrastructure of cold chains and basic infrastructure is missing. Getting trained people to man, the stores notes have proved another challenge. Food World has the largest number of employees from government and municipal corporation schools. In India, on an average, there is one retail outlet per thousand people. The industry is poised to grow at 5 – 10 per cent per year over the next 25 years. But to grow at this rate, retail has to grow across all categories of the spectrum.

- a. What external factors Food World exploits to ensure successful existence and expansion of its retailing activities? **10** (4 :5 : 5)
- b. Determine the challenges and problems that Food World is encountering in managing retail operations. **10** (4 :5 : 5)

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