

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA – SEMESTER - (1) – EXAMINATION – WINTER 2017**

**Subject Code: 2830014**

**Date: 04/JAN/2018**

**Subject Name: RETAIL OPERATIONS (RO)**

**Time: 10:30 AM to 01:30 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)** Merchandise planning relates to merchandising variety and \_\_\_\_\_ **6**
1. A. Choice B. depth  
C. assortment D. width
- In retail, order size tend to be small, but \_\_\_\_\_
2. A. regular B. consistent  
C. occasional D. many
- A franchisee sells a producer's products \_\_\_\_\_
3. A. regularly B. exclusively  
C. occasionally D. wholesale
- Providing convenience to the shopper is the \_\_\_\_\_ aspect to store design.
4. A. functional B. Pre-requisite  
C. optional D. financial
- From followings, which one is not a type of retailer?
5. A. General store B. Departmental store  
C. Super markets D. Wholesaler
- Electronic retailing facilities \_\_\_\_\_ shopping.
6. A. home B. compression  
C. any-time D. regular
- Q.1 (b)** Define followings: Customer Value, Retailing, Vendor managed Inventory, Merchandising **04**
- Q.1 (c)** Create an operational blueprint for a retail venture. **04**
- Q.2 (a)** Explain the concept of retail life cycle and discuss its applicability in the Indian context? **07**
- (b)** Why is store security such a crucial aspect of store operations? Which are the internal and external threats to store security? Discuss with suitable example. **07**
- OR**
- (b)** What is significance of visual merchandising in retail? Which are the various styles of presenting merchandise? **07**
- Q.3 (a)** What is Trade area? What are the factors affecting the size of trade area? **07**
- (b)** Explain the GAPS Model of improving service quality. **07**

**OR**

- Q.3** (a) Explain the Store design objectives, with the help of suitable examples? **07**  
(b) What is pricing strategy? What are the basic retail pricing strategies? **07**  
Explain the advantage and disadvantage of each pricing strategy?

**OR**

- Q.4** (a) "Excellent customer services can be considered as business strategy to create unique proposition" discuss the statement in context of principles of customer service. **07**  
(b) As a manager of one of the large department store, how would you Store Atmospherics? Explain with suitable example. **07**

**OR**

- Q.4** (a) Considering the present Indian scenario what do you think is more suitable - Organized retailing v/s unorganized retailing? What is the impact of organized retailing on unorganized retailing? **07**  
(b) "Information Technology has changed entire the face of retailing" – Discuss. **07**

- Q.5** Velvet Technologies a Mumbai based company, plans to become leader in retail IT solutions in both domestic and global market. It has recently acquired Baron Technologies' intellectual property rights for the latter's point of sale products (POS) as well as its existing customers. Baron is a leader in the Indian market for POS solutions that are mission critical solution designed epically for a process. Baron's smart shop range of POS solutions for the food and grocery retail sector is already in use of most of the major hypermarkets in India. Now company wants to cater unorganized retail market (Small grocery shops) in India. Initially it has planned to enter Gujarat state. **14**

Question:

Prepare detailed business plan for entering unorganized retail sector for POS in state of Gujarat.

**OR**

- Q.5** Discuss following questions: (7 marks each) **14**

- (a) Flight and train bookings are the biggest contributors to the growth in online shopping besides direct purchases. How socio-economic & cultural factor of India can influence?
- (b) Garden fresh Tea is a well known branded tea company in central India. Recently, a marketing consultant has advised them to set up a large number of vending machines to dispense their brand liquid tea. The marketing consultant believes that this will increase trials, usage and market share of Garden fresh tea. What research should the company do before getting into this? Develop marketing plan for implementation of this idea.

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