

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA. Sem-III Regular Examination January 2011

Subject code: 839901

Date: 10 /01 /2011

Subject Name: Retailing-I

Time: 10.30 am – 01.00 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) Define Retailing. What services does a retailer provide? How different services varies with retail format. **07**
(b) Describe theories of retail development. Which do you think describes India retailing in the most appropriate manner? **07**

- Q.2** (a) Describe shopping behavior of customers. How it is related to consumption. **07**
(b) What are the different ways in which shoppers can be segmented? What are the strategic implications of this segmentation? **07**

OR

- (b) How is Indian retailing different from International retailing? How would a retailer build a good business model in India? **07**

- Q.3** (a) Discuss various types of business locations in brief. Which kind of location is suitable for food retailing? Explain. **07**
(b) Define and differentiate HHI and IRS indexes. Also Discuss their relevance in retail site selection in India. **07**

OR

- Q.3** (a) Describe Huff's Model. Why it is most used for location selection? **07**
(b) Why is location so important to retailer? What are the implications of a bad location decision? **07**

- Q.4** (a) What are different pricing strategies? How does a retailer decide which strategy to chose? **07**
(b) Define Merchandise Management. Discuss pros and cons of carrying the retailers' own brands. **07**

OR

- Q.4** (a) When can price itself be the strategy and not the element of the retail mix? **07**
(b) Explain the five rights of merchandising and their relevance in modern day retailing. **07**

- Q.5** (a) Discuss the applicability of RFID in the Indian retail market place **07**
(b) Why is the concept of reverse logistic gaining importance? **07**

OR

- Q.5** (a) Discuss the role of SCM in increasing retailer's competitiveness. **07**
(b) What are the myths associated with e-tailing? How does the multi-retailer can overcome them? **07**
