Batch 2021-2023

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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - III

Sub.: Retail Management (MMM305)

Date : 28/05/2025 **Total Marks : 60** **Time: 10.00am to 12.30pm**

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Retailing Channels.
2. Challenges faced by the retail sector.
3. Inventory and Store Management.
4. Functions of Merchandising Manager.
5. Retail Industry in India.

Q. 2. Answer in detail (Any One) (10)

1. Explain meaning of retailing and functions of retailing.
2. Analyze the Factors determining the location decision.

Q. 3. Answer in detail (Any One) (10)

1. Discuss the Customer decision making process.
2. Discuss Retail Marketing strategy.

Q. 4. Answer in detail (Any One) (10)

1. What are Factors influencing retail prices Pricing strategies?
2. Explain the Meaning of Merchandising and explain the Factors influencing Merchandising.

Q. 5. Case study (15)

Challenges Faced by the Retail Sector and the Importance of Retail Locations

Retailing is a dynamic and rapidly evolving industry that plays a critical role in the global economy. However, the retail sector faces numerous challenges due to changes in consumer behavior, technology, and external economic factors. Additionally, the location of retail stores continues to be a key factor in their success, especially in the face of growing e-commerce competition. This case study explores these challenges and the importance of retail locations for businesses.

One of the primary challenges in the retail sector is the **rise of e-commerce.** With the increasing convenience and availability of online shopping, many traditional brick-and-mortar retailers are struggling to compete. Consumers can easily compare prices, read reviews, and purchase products from the comfort of their homes, leading to declining foot traffic in physical stores. Retailers are forced to rethink their strategies to provide value-added experiences that online retailers cannot match.

Another significant challenge is the **shifting consumer preferences**. Today's consumers are more informed and selective about where and how they spend their money. There is a growing demand for sustainability, personalized shopping

experiences, and ethical business practices. Retailers need to adapt by offering eco-friendly products, improving customer service, and integrating technology to meet the expectations of modern consumers.

Additionally, the **economic pressures** such as inflation, fluctuating costs of goods, and global supply chain disruptions have strained retail businesses. These factors have made it difficult for retailers to maintain profitability while balancing rising operational costs. Smaller retailers, in particular, struggle to compete with larger chains that can absorb these fluctuations more easily.

Questions:

1. What strategies are retailers adopting to stay competitive?
2. How can retailers meet the growing demand for sustainability and personalized experiences?
3. What are some of the economic pressures faced by retailers today?