

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY/JUNE - 2026
SEMESTER - III

Sub.: Retail Management (MMM305 / MBA24-MM304)

Date : 01/06/2026

Total Marks : 60

Time: 2.00pm to 04.30pm

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

- | | | |
|--------------|---|-------------|
| Q. 1. | Write Short notes on (Any Three) | (15) |
| | <ol style="list-style-type: none"> 1. Retail Formats 2. Consumer Buying Behavior 3. Pricing Strategies 4. Private Label Brands 5. Segmentation | |
| Q. 2. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Explain the importance of store design and layout in influencing customer experience and buying behavior. 2. Discuss the major components of a retail marketing mix and their significance. | |
| Q. 3. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Define Inventory Management in retail. Explain its importance and the techniques used by retailers to manage inventory effectively. 2. Explain the meaning of Category Management and discuss the factors that influence category decisions in retail. | |
| Q. 4. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. What is Omni-channel Retailing? Explain how retailers integrate physical and digital channels to improve customer experience. 2. Describe the concept of Retail Pricing and explain the different retail pricing strategies with examples. | |
| Q. 5. | <p>Eco Shoes is a newly emerging Indian footwear brand focused on creating stylish shoes made from recycled plastic, plant-based materials, and biodegradable packaging. The company positions itself as a sustainable lifestyle brand targeting young urban consumers who are conscious about environmental impacts. Eco Shoes invests heavily in R&D to ensure comfort, durability, and eco-friendly production processes. To reach its target market, Eco Shoes plans to adopt a mixed retail strategy—selling through an e-commerce platform, partnering with multi-brand outlets, and opening small concept stores in metros. Their marketing communication emphasizes sustainability, ethical sourcing, and innovation through storytelling videos, influencer collaborations, and eco-awareness campaigns. The company adopts a value-based pricing strategy, ensuring prices reflect both product quality and environmental benefits. However, challenges arise due to higher production costs, increasing competition from global sustainable brands, and the need to educate consumers about the value of green products.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. How does Eco Shoes' sustainability-oriented brand positioning shape its retail strategy? 2. Evaluate the role of a multi-channel retail strategy for Eco Shoes. 3. Given Eco Shoes' value-based pricing strategy, what measures should the company take to ensure customers perceive the product's worth? | (15) |