

3M3116

Roll No. _____

Total No of Pages: 2

3M3116
M. B. A. III Sem. (Main) Exam., Jan. 2016
Marketing
M-321 Retail Management

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

SECTION-A

- Q.1 What is retailing? Throw light on importance of retailing in India. [14]
- Q.2 What do you mean by retail research? Also discuss its importance in the context of Indian Retail Industry. [14]
- Q.3 What makes location decision in retailing strategic in nature? Discuss with suitable examples the factors necessary to consider before selecting a final site for any store. [14]
- Q.4 How important is the role of pricing in retail marketing mix? Briefly discuss the various retail pricing approaches available to the retailer. [14]
- Q.5 State various responsibilities of store manager. [14]
- Q.6 Highlight the impact of online in retailing. Discuss the emerging trends in retailing. [14]

SECTION-B

Q.7 Mr. Gupta's wild dining format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as "Sher Baugh". Wild dining is more of an amusement park than dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

Mr. Gupta was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However he is not sure of the saleability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not at all that fun. In addition, the cost incurred in setting up the format is a point of concern.

- (a) What is wild dining offering and target market? [7]
- (b) According to you, will this kind of theme based dining format succeed in the Indian context? Why? [7]