

DEPARTMENT OF MANAGEMENT STUDIES

SUBJECT: RETAIL MANAGEMENT

SEM / YEAR: IV Semester / II Year

UNIT I - INTRODUCTION

PART –A

- 1 What is retailing?
- 2 Compare global retailing and national retailing.
- 3 Identify the factors influencing retailing.
- 4 Illustrate retail trends.
- 5 Discuss the concept of Socio-economic influences on retailing.
- 6 Specify any two challenges faced by Retail industry in India.
- 7 Define retail management.
- 8 List the advantages of Modern retailing over traditional retailing
- 9 How would you show your understanding on different retail trends in India?
- 10 What conclusion can you draw on the opportunities available in retail management?
- 11 How is government of India policy in retailing used?
- 12 Interpret the barriers to technological influences in retail.
- 13 What is meant by legal influences on retail?
- 14 Distinguish between brand name and brand value.
- 15 Give an example of technological implementation in organized retail.
- 16 Illustrate the size of retail in India.
- 17 Define Global retailing.
- 18 Classify the different types of retail formats
- 19 State any example for global retailing.
- 20 What are the different strategies followed in Government of India policy in retail?

PART- B

- 1 Discuss the challenges and Opportunities of retailing in India.
 - 2 Discuss on the Government's policy implications on retail sector in India.(6marks)
- Discuss about the recent trends in FDI.(7marks)
- 3 Discuss in detail about the nature and scope of retailing.
 - 4 Explain in detail opportunities and challenges available in global retailing.
 5. Explain about the methods to overcome challenges in global retailing.
- Analysing
- 5 Describe the growth of retail in Indian Context.
 - 6 Evaluate the applications of information technology in retail sector and Discuss about the advantages of Technology in retailing
 - 7 Define retail branding and explain the concept of Environmental influences in retailing?
 - 8 Discuss the following statement in detail: "Entry of foreign retailers may affect the culture of Indian market".

- 9 Describe the issues influencing global retailers and the methods to overcome.
- 10 How would you explain about the retail trends in India?
Explain in detail about Global Retailing.
- 11 Discuss the factors driving the growth of retail industry in India. Discuss about the importance of retailing in Indian economy.
- 11 Give the overview on involvement of government on retail marketing. Level 1
Remembering
- 12 Describe the socio-economic and technological influences on retail management.
- 13 Keeping in the mind the developments, happenings on the Indian Retail scene, what is the need of the hour for Indian retailers?
- 14 How will you classify retail sector in India?
- 15 Explain the recent trends in retail industry globally.
- 16 Critically review the current trends in retail industry example from Indian companies.
- 17 Choose a successful Indian company of your choice which has got a phenomenal reach in retail markets and explain its retailing strategies adopted in India.
- 18 Give the overview on involvement of government on retail marketing

UNIT- 2 MODEL AND CLASSIFICATION

PART - A

- 1 What is organized retail format?
- 2 Summarize what is meant by unorganized sectors?
- 3 What are the types of retail formats?
- 4 List the emerging trends in retail formats.
- 5 Can you assess the value or importance of customer driven organization?
- 6 Write short note on importance of organized retail formats.
- 7 What are convenience stores?
- 8 How would you explain the techniques of acquiring customer on the web?
- 9 How would you show your understanding on online marketing?
- 10 What are the effects of increasing organized retailing?
- 11 Outline the features of Ethical issues in marketing.
- 12 What is customer driven organization?
- 13 What are the factors influencing network decision?
- 14 Outline the scope of MNC.
- 15 How would you show your understanding of the term hyper markets?
- 16 Explain about the term E-tailing?
- 17 What are main characteristics of super markets?
- 18 Compare super markets and hyper markets.
- 19 Explain about specialty retail shops? What technique do they use?
- 20 Can you list the three benefits of convenience stores?

PART B

- 1 What are the different types of organized retail formats? Discuss it in detail with an example.(7marks) What is a retail chain? Discuss its advantages and dis- advantages.(6marks)
- 2 Discuss in detail about emerging trends in retail formats.
- 3 Explain the MNC's role in organized retail formats.
- 4 Write in detail about online marketing. state the advantages of online marketing.

- 5 Evaluate the types of organized retail stores in India.(6marks) Analyze the different types of strategy mix.(7marks)
- 6 Discuss the factors driving the growth of Retail Industry in India.Level 6 Creating
- 7 Identify and explain the unorganized retail stores in India?
What are the different types of non-store retail formats?
- 8 Interpret the objectives, benefits, and de-merits of any three retail formats.
- 9 Plan the steps needed to set up a super market in a busy market area.(7marks)
- 10 Discover the Origin of retailing in India.(6marks)
Analyze the framework online marketing in India? (7marks)
- 11 i) Describe the characteristics of independent retailers.
ii) State its advantages and its disadvantages.(7marks)
- 12 Discuss the following terms with example:
a) Hypermarkets b) Supermarkets. c) Discount stores. d) Off-shore retailers.
- 13 Explain the impact of economic and sociological changes on the evolution of Indian Retail Formats.
- 14 i) Highlight the characteristics and types of service retailing.(7marks)
ii) What are the advantages and dis-advantages of multi- channel retailing? (6marks)
- 15 Compare Convenience stores and super markets.
- 16 Critically review the Impact of Super Markets on shopper behaviour.
- 17 How the difficulties can related to managing cost, stock out and mark-downs pertaining to retail strategy and operations can be managed?
- 18 “Use of new technologies will help in effective management of retailing”- Discuss.

UNIT-III TARGETING CUSTOMERS AND GATHERING INFORMATION

PART - A

- 1 Define retail location.
- 2 Write a short note on store atmospherics.
- 3 Write the different categories of external atmospherics.
- 4 List the service qualities delivered in retail store.
- 5 Can you assess the importance of pricing?
- 6 Write short note on impulse buying.
- 7 What is meant by decision making process?
- 8 How would you explain retail positioning and branding?
- 9 How would you show your understanding on retail pricing objectives?
- 10 What are the factors that used in building retail store image?
- 11 Outline the principles of retail supply chain management.
- 12 What is supply chain?
- 13 What are the factors influencing a good retail location?
- 14 Outline the scope of retail store image.
- 15 How would you show your understanding of different pricing decisions?
- 16 Can you list the importance of positioning in retailing?
- 17 Define service quality.
- 18 What is retail store image?
- 19 What do you mean by the term category management?
- 20 What is visual merchandising?

PART - B

- 1 What can you say about retail location? What are various objectives of choosing a good location?
- 2 Explain in detail about the characteristics of Retail Service Quality Management.(7marks)
Briefly discuss about the gap model for improving retail service quality.(6marks)
- 3 Discuss about how you will build a retail store image.
- 4 Evaluate the factors to be considered for effective pricing decisions.(7marks)
Explain in detail about the different types of pricing strategies followed in retailing. (6marks)
- 5 Describe the various factors to be considered for positioning retail shop and improve it in a better manner.
- 6 Explain in detail about types of retail locations.(6marks) Discuss about the steps involved in choosing retail location.(7marks)
- 7 Explain internal atmospherics used in retail shops in detail.
- 8 How would you summarize the steps to be followed for building retail store image?
- 9 What are the factors to be considered to have an effective Retail pricing decision?
- 10 Explain in detail the External Atmospherics which would influence the retail customers? 11
 - i) Explain in detail the steps involved in selecting an appropriate location for a retailer.(6marks)
 - ii) What are the factors affecting the choice of retail location?(7marks)
- 12 Explain the retail supply chain in detail. Level 2 Understanding
- 13 i) Explain in detail about the principles of Merchandise Management.(6marks)
ii) What are the different types of merchandise mix?(7marks)
- 14 What are the positioning options for retail units? State the requisites of retail positioning?
- 15 Discuss about the growth of new retail formats in India.
- 16 "Location of warehouse is a vital one for retail business" - discuss.
- 17 Food retailing is the backbone of retail industry in India- Discuss.
- 18 Discuss about the origin of retailing in India.

Unit-IV COMMUNICATION MIX AND STRATEGIES, STORE PLANNING

- 1 What is Retail Inventory?
- 2 Give the applications of ABC Analysis?
- 3 Sketch the significance of JIT.
- 4 Point out the stages in retail planning process?
- 5 Can you list the various categories of ABC analysis?
- 6 Summarize the concept of Inventory control in retailing?
- 7 Spell out the elements of 'Retail mix'?
- 8 Can you explain the meaning of category killer?
- 9 Identify the steps followed in retail auditing?
- 10 List the role of advertising in retailing.
- 11 Name the different types of online marketing in use?
- 12 Give the concept of online shopping.
- 13 Define Merchandising.
- 14 Explain in short about space management.
- 15 Identify what do you mean by the term store brands?
- 16 State the differences between Economic Order Quantity and ABC analysis.
- 17 Define brand.

- 18 Compare retail accounting and retail auditing.
- 19 Point out the meaning of retail promotion.
- 20 What is retail space mix?

PART B

- 1 How important is Inventory Management for retailing? Explain with suitable examples. What are the different types of inventory control techniques used in retailing?
- 2 Explain in detail about Visual Merchandise Management.
- 3 Define Retail Advertising. Explain the mode of usage of advertising and promotions in retail marketing.
- 4 Bring out the factors affecting retail inventory management in detail.
- 5 Formulate the role of inventory management in retail sector.
- 6 Discuss the various elements of retail accounting and auditing (7marks)
- Discuss about the steps involved in conducting retail audits (6marks)
- 7 Explain in detail about Retail Management Information System?
- 8 Discuss briefly about the types of Retail Store Brands.(6marks) Explain in detail about the steps involved in developing retail brands.(7marks)
- 9 Elaborate the concept of retail space utilization and traffic management. the importance
- 10 How does retail advertising and promotions influence shoppers? Discuss.(6marks)
What are the different types of retail promotion mix used to promote a product?(7marks)
- 11 i) How will you position retail shops as improve it in better manner? (7marks)
ii) What are the guidelines for managing retail shops? (6marks)
- 12 Discuss how retail accounting is used in retailing business.
- 13 i) Bring out the advantages and dis-advantages online retail. (7marks)
ii) Discuss about the types of online retail.(6marks)
- 14 Explain in detail about the Retail Accounting.
- 15 Explain which would you do more to increase a convenience store's sales-an increase in the length or the breadth of its product assortment. Why?
- 16 Describe and discuss the new retail trends you see in your immediate market area. How do these match to those suggested in books?
- 17 Take a retail form in your immediate market area and describe how it has gone through the stages of the "wheel of retailing." What will be the next stage for the retail form?
- 18 A typical "country store" in farming community sells a variety of food and non-food items- Snacks, Staples, hardware, and many other types of goods. What kind of wholesalers do the owners of such stores use to obtain the items they sell? Are these the same suppliers that a super market uses?

Unit –V MALL MANAGEMENT AND INTERNATIONAL RETAILING

- 1 Define shopper profile analysis.
- 2 List few challenges of retailing in India.
- 3 How would you show your understanding of non- traditional retailing?
- 4 List out the internal factors influencing retail shopper behaviour.
- 5 Can you identify how value delivery is used in retailing?
- 6 Differentiate between service retailing and product retailing.
- 7 What are the qualities of Retail sales force?
- 8 How would you explain penetration in market?
- 9 Write down the different types of compensation provided to retail staff.
- 10 What is the usage of Sales force in retailing?
- 11 Can you identify the different steps to be followed in selecting the retail staff?

- 12 What is your opinion on interactive marketing?
- 13 Can you recall the significance of complaints management?
- 14 What is the use of job analysis in retailing?
- 15 How would you show your understanding on the term Job Analysis?
- 16 Distinguish between challenges and opportunities in retailing.
- 17 Write a short note on shopper profile analysis.
- 18 Give an outline about the external factors influencing retail shopper behaviour.
- 19 What are the benefits of motivating the sales force?
- 20 Define the term motivation.

PART B

- 1 Explain the factors influencing retailer shopper behaviour. Level 1 Remembering
 - 2 Explain the various factors that influencing retail shopper behaviour.
 - 3 Discuss in detail the Complaint Management in Retail
 - 4 Discuss the impact of foreign retail brands on the growth of Indian retail industry. (6marks)
- Discuss the strategic approach towards effective management in a high profile retail environment. (7marks)
- 5 Explain about the retail sales force management? (6marks) Develop an outline for a training programme for different categories of staff in an retail organization.(7marks)
 - 6 Discuss about the steps to be followed in Buyer Decision Process.(6marks)
 - 7 How could an effective customer service strategy cut a retailer's cost? Explain with examples.(7marks)
 - 8 What is consumer Decision Making process? Does this process vary for convenience products and for high priced, high involvements products?
 - 9 Explain in detail about the Shopper profile analysis.Discuss about the challenges in retailing. (7marks) What are the benefits of understanding retail shopper behavior? (6marks)
 - 10 Define sales force. How would you train the sales force?(7marks) What are the methods of training the sales force?(6marks)
 - 11 Elucidate about the future of retailing.
 - 12 Explain about the impact of various non-store retailing.
 - 13 Discuss in detail about the steps involved in handling the complaints effectively.(6marks).
- Explain the role of an effective marketing communication process in working with these factors.(7marks)
- 14 Explain the steps involved in selecting the retail staff. (6marks) What are the types of compensation provided to retail staff?(7marks)
 - 15 Contrast the benefits and drawbacks of comparison advertising. Which has more to gain from using comparison advertising- the leading brand in a market or a lesser brand? Why?
 - 16 Companies often run advertising, sales promotion and public relations efforts at the same time. Can their effects be separated? Discuss how a company might evaluate the effectiveness of each element in this mix.
 - 17 Assess why many companies are spending more on trade promotions and consumer promotions than on advertising. Is heavy spending on sales promotion a good strategy for long- term profits? Why or why not?
 - 18 Online marketing offers great promise for the future. Assume that you were the sales manager for a local travel agency. Make a case that would persuade your superiors that going online would be a good investment. Be sure to cite positive and negative consequences.