

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 4539291**Date: 14-07-2022****Subject Name: Retailing and Franchising****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Define the following-	Marks
Q.1	(a) Convenience Store (b) Markup Pricing (c) Cross Merchandising (d) Assortment Merchandise (e) Non-Store Retailing (f) Fad Merchandise (g) Planogram	14
Q.2	(a) Explain the retailing concept. Discuss the classification of retail stores with suitable examples.	07
	(b) Discuss the sources of sustainable competitive advantage for a retailer?	07
OR		
	(b) Define private label brands and also discuss advantages and disadvantages.	07
Q.3	(a) What is merchandising? How does the store manager prepare his merchandising plan?	07
	(b) What types of locations are available to retailers? Discuss the advantages and disadvantages of the major retail locations.	07
OR		
Q.3	(a) "Retail Site selection is a very strategic decision". Discuss the statement.	07
	(b) Discuss the current retail scenario of India.	07
Q.4	(a) Discuss the major service strategies in retail with suitable examples.	07
	(b) Write a short note on Multi Channel Retailing.	07
OR		
Q.4	(a) Discuss in brief Franchisee disclosure agreement.	07
	(b) "Gap Model is a tool used by a retailer to improve customer service." Discuss.	07

Q.5

CASE STUDY:

The world's largest retailer, committed in sale of all products and services "from pin to ship" throughout the world had tie-up with reputed Indian enterprises and entered in Indian retail market for several years. It was operating Successfully and captured the strong market place in India. It was in commission with Indian enterprises mainly because to set into the retail limitation policy prevailing in India. But now the policy moved to ease the limitation in retail industry to allow foreign companies to enter into single brand retailing independently. Now that world largest retailer moving to establish retail showrooms by renouncing the collaborations with Indian enterprise to annex the retail market of our nation in isolation.

- (a) What would be the reason behind the success of that world's largest retailer? 07
- (b) Why the company wanted to penetrate into Indian retail market? 07

OR

Q.5

- (a) Do you think the measure of easing the retail industry policy is favorable for India? 07
- (b) Will that foreign retailer succeed in its independent move of retailing without domestic alliances as achieved earlier? 07
