

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

Subject Code: 4539291

Date: 27/01/2023

Subject Name: Retailing and Franchising

Time: 10:30 AM to 1:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Define the following Terms : (a) E-tailing (b) Convenience Store (c) Private Label (d) Merchandise Management (e) Planogram (f) Impulse Buying (g) Franchisor	14
Q.2	(a) What is Breaking the Bulk? Also explain various function of Retailers with relevant example.	07
	(b) What is Non – store Retailing explain with examples.	07
	OR	
	(b) Explain the Strategic Retail Planning Process with details.	07
Q.3	(a) What is Trade area ? What are the factors affecting the size of trade area ?	07
	(b) Write down the list of retail store locations. Which kind of retail locations are best suited for: a) Premium Beauty Saloon b) Pizza Parlour . Justify your answers.	07
	OR	
Q.3	(a) Explain the process of category management with example.	07
	(b) What is Retail Location ? If you wish to Establish a Ready made garment Show Room, what are the different factor that you need to consider while selecting a Location for your Show room.	07
Q.4	(a) Explain the Different types of store layout with example of each.	07
	(b) What is Visual Merchandising ? Explain the various elements of Visual merchandising used in an Electronic Showroom.	07
	OR	
Q.4	(a) What is Franchising ? Explain the types of franchising with relevant examples.	07
	(b) Why Franchising format is more popular now a days in retailing ? Justify your answer with merits and demerits of Franchising .	07

Q.5

Case Study : Retail Transformation in India

India is called a nation of shopkeepers and organized retail, which has just made an entry and has a very small share in the total retail industry in the country. Retail is the second largest employment generating sector in the country. The entry of major retailers in the countries raised passions among the politicians, policy makers and smaller retailers that the presence of bigger organized retailers would lead to the elimination of the smaller shopkeepers leading to a largescale problem of unemployment and may be even social problem.

The government had studied the impact of organized retail on the *kirana* stores. The outcome is that they are unhappy with the interim findings and have asked for a larger base in the retail studies. In addition to this, is the protest raised by the Kerala Distributors Association against major FMCG companies for bypassing them and selling their products directly to the large retail stores. The concern expressed is that if the companies start supplying directly to the major retailers with a price difference, then it would eventually lead to the death of the small and medium traders in the business. The national body of distributors – the Federation of All India Distributors Association – has expressed its support to the Kerala Distributors protest and is planning for a nationwide stir.

The issue, which the entry of organized retail at a real big scale is raising, is will the small mom-n-pop (or *kirana*) stores disappear from the landscape of the Indian retail and would they be dominated by Wal-Mart, Star Bazaar or big Bazaar? If this were to happen it would have wide-spread implication on the Indian society as a whole. Once may say that it would not happen because we have immense faith in the entrepreneurial spirit of the small entrepreneurs in the country; they will find ways and means of surviving the onslaught of the Wal-Mart's and Reliance and would find themselves profitable niches to operate in.

Yes, but the structure of the retail in the country would change for sure. As the proportion of organized retail increase, it would lead to the reduction in the number of smaller shops. And these small mom-n-pop stores might require a helping hand from the government, which would have to play a more proactive role in working out schemes and be ready to face the fall out of the impact of organized retail on smaller retailers.

Finally, it would be realistic to expect that the collective efforts of the new large entrants in the retail sector would lead to rationalization. The benefits will not only accrue to these new large retailer, but also to millions of small shopkeepers and trader.

- (a) If You are a small retailer what strategies do you used to face the competition from Large retail Chain. 07
- (b) According to you What are the various reasons, why Indian Retail Industry is shifting from Organised to Unorganised ? 07

OR

- Q.5 (a) Describe the key opportunities and threats facing small retail businesses today 07
- (b) Do you think organized retailing will eventually replace the *kirana* shops in future? 07
