

2013

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 1655

Roll No.....

Unique Paper Code : 101637

Name of the Paper : Retail Management

Name of the Course : Bachelor of Business Studies

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

Instructions for the Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt 5 questions in all.
3. Question No. 6 is compulsory.

1. (a) Discuss the changes in Indian retailing scenario and also explain the drivers of retailing in India ? (8)
- (b) Discuss the impact of internal consumption in retailing in India. (7)
2. Recognizing your expertise in retailing, the owner of a successful, five-store chain selling sporting goods equipment in Delhi asks for advice about setting up a web site for his chain and selling merchandise over the web site. One of his concerns is that so many electronic retailers have gone bankrupt that he fears that having a web site will significantly reduce his profitability. He is also concerned about cannibalizing his sales from his stores – customers will buy from the Internet web site and store sales will decrease. What advice would you give him? Should he launch the web site ? Why or why not ? (15)
3. (a) Briefly discuss the various types of non-store retailing currently in vogue. What are their advantages and disadvantages ? (8)
- (b) What are the factors which play a significant role in location choice of a particular store ? (7)

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4. (a) A fast food chain has decided to open outlets in a combination of isolated locations, unplanned business districts, and planned shopping centres. Comment on this strategy. (8)
- (b) Why do some online retailers include customer's reviews along with product information on their website? Explain how this may influence the consumer's buying behaviour. (7)
5. (a) What are various stages involved in implementation of merchandise plan? (8)
- (b) What is variety and assortment? Explain the influence of variety and assortment on the consumption pattern. (7)

6. Case study :

Online auction houses were never considered a threat to the average brick-and-mortar retailer until they became more prevalent. Numerous success stories have prompted consumers to take closer look at buying merchandise via online auctions. For example, in the travel industry, websites such as Expedia.com and Travelocity.com returned profits through their practice of auctioning airline seats. Amazon.com has also achieved success in its online auction in which visitors sell their used or rare books to other visitors.

Of course, there is the forerunner of e-auctions, e-Bay, which started in 1995 and, as of press time, has more than 50 million registered users throughout the world. In the past, eBay has come under scrutiny due to individuals using its website to commit fraud by selling goods online and not delivering the products. Although consumers are familiar with auction sites in which they bid for products and services, a new trend, called the "reverse e-auction", is emerging, where retailers can bid for supplier's goods and services. Some suppliers don't like reverse e-auctions because they believe their products should be bought on attributes other than price. Also, many suppliers believe these auctions push down prices, which in turn lowers the supplier's margins. Apparently, the Internet is changing pricing strategies for suppliers and retailers-but the winner in the price wars may be the consumer.

Questions :

- (a) What can brick-and-mortar retailers do to compete against online auctions?
- (b) Why do you think online auctions are so popular? What can online do to reduce fraud?
- (c) How are the concepts of mark-ups and markdowns applied in an online auction environment? (5+5+5=15)

(400)