SL No of QP 9858

Unique Paper Code	**:**	**2923062001**
Name of the Course	**:**	**Bachelor of Management Studies (NEP)**
Name of the Paper	**:**	**Retail Management**
Semester	**:**	**VII**
Duration	**:**	**3 hours**
Max Marks	**:**	**90**

Instructions:

1. **Attempt Question No. 1 compulsorily.**
2. **All questions carry equal marks.**
3. **Attempt any four questions from the remaining questions.**

Q.1 UrbanNest Retail Ltd. is a mid-sized Indian retail company that began operations in 2012 as a single lifestyle store in a Tier-II city. Over the years, it expanded rapidly into Tier-I and Tier-III cities, operating departmental stores, specialty outlets, and an online retail platform. Recently, the company has experienced declining footfall in physical stores, rising inventory holding costs, and inconsistent brand image across locations. Poor site selection and inefficient store layouts have affected customer experience and store productivity. Increased competition from organized retailers and e-commerce giants has made customer retention and personalized marketing critical challenges. The management plans strategic restructuring focusing on store rationalization, CRM improvement, merchandising efficiency, and omnichannel integration.

(a) Analyze the key challenges faced by UrbanNest Retail Ltd. with reference to emerging trends in Indian retailing and store location issues. (9)

(b) Suggest suitable retail formats, CRM strategies, and store-level improvements to enhance performance. (9)

Q.2 (a) "India has come a long way in the retail sector." In this context define retailing. Explain the characteristics of retailing and discuss the evolution of retailing in India. (9)

(b) Examine the factors responsible for the transformation of the Indian retail industry. (9)

Q.3 (a) Explain the different retail institutions based on ownership with suitable examples. Also, examine the advantages and limitations of each ownership form. (9)

(b) Compare store-based, web-based, and non-store-based retailing formats. Discuss their key characteristics, advantages, and limitations with respect to customer reach, cost structure, convenience, and technological dependence. Highlight how these formats coexist and compete in the contemporary retail environment. (9)

Q.4 (a) Explain the concept of trading-area analysis in retailing. Discuss the importance of trading-area analysis in site selection and market planning. Also, explain the different types of trading areas, namely primary, secondary, and tertiary trading areas, highlighting their characteristics and relevance to retail decision-making. (9)

(b) Discuss the role of store design, layout, and floor space management in retailing. Explain how effective store design and layout influence customer movement, shopping behavior, operational efficiency, and sales performance. Also, examine the importance of optimal floor space utilization in enhancing customer experience and maximizing retail profitability. (9)

Q.5 (a) Explain the concept of the Retail Marketing Mix. Discuss its key elements—product, price, place, promotion, people, process, and physical evidence—and examine how an effective retail marketing mix helps in store positioning, differentiation, and creating a distinct value proposition in the minds of customers.

(9)

(b) Discuss the role of advertising, sales promotion, and Customer Relationship Management (CRM) in retail marketing. Explain how these tools help retailers attract customers, stimulate store traffic, enhance customer engagement, and build long-term customer loyalty in a competitive retail environment.

(9)

Q.6 (a) Explain the concept of the merchandising buying organization in retailing. Describe the roles and responsibilities of key personnel such as buyers, merchandisers, and category managers. Further, explain the merchandising planning process, including merchandise forecasting, assortment planning, budgeting, and coordination with suppliers to ensure the right merchandise is available at the right time and place.

(9)

(b) Discuss the concepts of shrinkage, markup, and markdown in retail merchandise management. Explain the causes of shrinkage and its impact on retail profitability. Also, describe how markup and markdown decisions influence pricing, sales volume, inventory turnover, and overall financial performance of a retail organization, with suitable examples. (9)

Q.7 (a) "Setting the retail price of merchandise is a complicated, but the most important aspect of managerial decision making." Explain the concept of merchandise pricing, pricing objectives, and pricing strategies.

(9)

(b) Discuss the key components of retail store operations, with special reference to inventory management and customer service. Explain how effective inventory planning, stock control, and replenishment systems contribute to cost reduction and improved store productivity. Also, examine the role of customer service practices in enhancing customer satisfaction, loyalty, and overall retail performance.

(9)