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Your Roll No.....

Sr. No. of Question Paper : **7271**
Unique Paper Code : **2413080036**
Name of the Paper : **RETAIL MANAGEMENT**
Type of the Paper : **DSE**
Semester : **VIII**
Programme : **B. Com. (H.) UGCF**

Duration : 3 Hours

Maximum Marks: 90

Instruction for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions.
3. All questions carry equal marks.

Q.1. **9 x 2**

(a) Retailing plays a vital role in the functioning of the economy. In this context, explain its nature and scope and evaluate its importance in the modern business environment.

(b) Discuss the Wheel of Retailing Theory and Retail Life Cycle Theory with suitable examples from the Indian retail sector.

OR

(c) Distinguish between store-based and non-store-based retail formats, including e-tailing.

(d) Critically examine the emerging trends in Indian retailing with reference to technological advancements and changing consumer preferences.

Q.2. **9 x 2**

(a) Analyse the factors that shape consumer buying behaviour in retail environments and explain how they influence purchase decisions.

(b) Evaluate the importance of retail location in determining the success of a retail business, with suitable examples.

OR

(c) Examine how different store layouts influence customer movement patterns and in-store purchasing behaviour.

(d) Assess the role of visual merchandising in enhancing customer experience and driving retail sales.

Q.3. Attempt any three of the following: **3 x 6**

- (a) Inventory control and stock management techniques in retail
- (b) Retail pricing strategies in retail mix
- (c) Role of supply chain and logistics in retail distribution
- (d) Sales promotion techniques and their effectiveness in retail
- (e) Ethical practices and consumer protection in retailing

Q.4.

9 x 2

(a) Examine how the key functions of human resource management contribute to the effective functioning of a retail organization.

(b) How does the use of both full-time and part-time employees affect staff scheduling, coordination, and overall efficiency in retail organisations? Discuss the key management issues involved.

OR

(c) A retail firm is facing declining customer retention despite increased footfall. Propose a CRM-based approach, highlighting the role of different types of CRM in improving long-term customer relationships.

(d) Analyse the key challenges associated with managing human resources in the retail sector and their impact on organizational performance.

Q5 Case Study

3 x 6

StyleShop is a mid-sized fashion and lifestyle retail chain operating in India, offering apparel, accessories, and footwear for young urban consumers. The brand follows an omni-channel model, with 15 physical stores located in malls and high-street locations across metro cities, along with a rapidly growing e-commerce platform and mobile app. Over the past two years, StyleShop has faced increasing competition from fast-fashion brands and online marketplaces. While its online traffic has increased significantly due to aggressive digital promotions, the conversion rate remains low, and cart abandonment is high. At the same time, in-store footfall has declined, and customers report that store layouts feel cluttered and do not encourage easy browsing. The company is also facing inventory-related issues, with frequent stockouts of popular items and overstocking of slow-moving products. This has impacted both customer satisfaction and profitability. Additionally, the sales staff turnover rate is high, leading to inconsistent customer service and weak product knowledge among employees. From a marketing perspective, StyleShop relies heavily on discount-driven promotions, which have started to erode brand value. The company has not effectively leveraged customer data analytics, and its loyalty program has low engagement. Competitors, on the other hand, are using AI-based recommendations, personalized marketing, and seamless digital payment systems to enhance customer experience. The management is now planning a strategic revamp focusing on retail marketing mix, store experience, CRM, and employee management practices to regain competitiveness.

Questions:

(a) Analyse the key operational and marketing challenges faced by StyleShop using relevant retail management concepts.

(b) Suggest suitable strategies related to retail marketing mix to improve overall performance.

(c) Propose measures to enhance customer relationship management and employee effectiveness, considering the company's current issues.

(500)