**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session

**BBA/BBASF– VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May /June 2024)**

**BAVOC 6623/BASFVOC6623: Retail Management**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains \_\_2\_\_ printed pages and \_\_4\_\_ parts**

**PART A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. What is Retailing?
2. List out the retail operations contributing to the seamless retail experience.
3. Mention any four unethical practices in advertising.
4. Differentiate Value Pricing and Markdown Pricing.
5. Mention any four Non-Store Retail formats.
6. What is EDI?

**PART B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Explain the functions of Retailers.
2. Write a note on Theory of wheel of Retailing.
3. What is Visual Merchandising? Write any five advantages of visual merchandising.
4. Elaborate on the factors influencing on retail pricing decision.
5. Write a short note on Electronic article surveillance and Electronic shelf labels

**PART C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. Explain BCG and GE matrix with a relevant retail example.
2. Discuss the different types of store layout. How does the arrangement of products in a retail store impact customer shopping behaviour?
3. What is E-Tailing? List out the advantages and disadvantages of electronic retailing.

**PART D**

**IV. Answer the following (1x10=10 Marks)**

15**.** Shoppers Stop, a prominent retail chain in India, employs a strategic approach to the marketing mix to uphold its reputation as a premier destination for fashion and lifestyle products. With a diverse array of offerings ranging from fashion apparel and accessories to beauty products and home furnishings, Shoppers Stop meticulously curates its product selection to cater to the discerning tastes of its clientele. Furthermore, the company adopts a competitive pricing strategy, regularly offering discounts and loyalty programs to entice customers while ensuring profitability. Strategically positioned in prime retail locations across major cities and complemented by an intuitive e-commerce platform, Shoppers Stop maximizes accessibility for its customers, allowing them to shop conveniently both in-store and online. To augment its market presence and engage with its target audience, Shoppers Stop employs a multifaceted promotional approach encompassing traditional advertising channels such as television and print media, alongside digital platforms and influencer collaborations. Through the adept application of the marketing mix elements, Shoppers Stop endeavors to maintain its status as a frontrunner in the Indian retail landscape, offering customers an unparalleled shopping experience characterized by quality, variety, and value.

**Questions:**

a. How does Shoppers Stop strategically leverage its pricing strategy to balance offering value for money to customers while ensuring profitability? (5 Marks)

B. How does Shoppers Stop effectively engage with its target audience through a mix of traditional and digital marketing channels to promote its offerings and drive sales?

(5 Marks)