MB122B

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MARKETING MANAGEMENT

Retailing and Supply Chain Management (Elective-B)

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each question carries Three marks. **(5×3=15)**

1. a) What is relationship marketing in retailing?

b) Mention the different drivers of Supply Chain Management.

c) State about the E-Commerce issues in transportation.

d) What is Merchandise management?

e) Give the meaning of retail audit.

f) What do you mean by strategic alliances?

g) What is out sourcing in supply chain management?

SECTION - B

Answer any Four questions. Each question carries Five marks. **(4×5=20)**

2. State the importance of opening and closing activities of the retail store.

3. What does retail strategy implementation and control entail?

4. Outline the factors that affect the retail pricing strategies.

5. Explain the three decision phases of a supply chain.

6. Discuss the Strategic importance of Customer Relationship Management.

7. Explain different types of Supply Chain Management.

SECTION - C

Answer any Three questions. Each question carries Ten marks. **(3×10=30)**

8. What is retailing? 'Retailers are the gatekeepers to the Market'. Explain.

9. Discuss the duties and responsibilities of a retail store manager in today's competitive world.

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10. Define Supply Chain Management. Explain different types of Supply Chain Management.

11. Explain information systems, supply chain management and logistics in retailing.

12. Explain three decision phases of a supply chain.

SECTION - D

13. Case (Compulsory). **(15)**

Whole foods Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of small-health food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company's growth was fuelled by the upsurge's in Americans' desire for healthy living and their interest in gourmet cooking. Whole foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspaper and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Whole Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole Foods stated its numbers to double the number of its stores by 2015.

Questions:

a) Discuss the promotion strategy of Whole foods. Why or why not is it appropriate? Elaborate. **(10)**

b) Discuss the Positioning of Whole Foods. **(5)**
