MBSC-4.1B

Sl. No.

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

MANAGEMENT

Elective : B : Marketing

Retailing and Supply Chain Mangement

(CBCS SLM Scheme)

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

SECTION - A

Answer any FIVE questions. Each question carries 5 marks. **(5×5=25)**

1. What are major challenges faced by global retailers?
2. Explain the concept of "retailing life cycle" and its stages.
3. Discuss the factors that influence consumer behaviour in retail setting.
4. Identify and discuss significant challenges faced by unorganized retailers in competing with organized retail formats.
5. Explain the relationship between demand planning and inventory management.
6. How does IT contribute to the effectiveness of reverse supply chain management?
7. Explain the significance of RFID technology in enhancing customer management.

SECTION - B

Answer any Four questions. Each question carries 10 marks. **(4×10=40)**

8. Discuss the major enviornmental impacts of global retailing and suggest strategies for retailers to mitigate these effects.
9. Describe the key components of retail shop management and their importance.
10. Provide an overview of the major players in the Indian retail sector and their strategies for market success.
11. Compare and contrast various retail formats, including their advantages and disadvantages.

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12. Explain the concept of supply chain restructuring and discuss the factors that drive the need for such restructuring.

13. Discus the fundamental concepts of supply chain management. Illustrate how these elements contribute to effective supply chain management.

SECTION - C

14. Case (Compulsory). **(1×15=15)**

The Urban Bazaar, a successful retail chain specializing in home decor and lifestyle products, exemplifies effective retail planning and shop management. The company operates a network of stores across major cities, each meticulously designed and managed to enhance customer experience and optimize sales.

Retial Planning : Urban Bazaar's retail planning involves strategic location selection, store layout design, and product assortment management. The company uses demographic data and market research to choose store locations that maximize foot traffic and sales potential. Store layouts are designed to create an engaging shopping environment, guiding customers throught various sections and promoting impulse purchases.

Retail Shop Management : In - store management is focused on maintaining a high standard of customer service and efficient operations. Urban Bazaar employs a centralized inventory management system that integrates with each store's point - of sale (POS) system. This integration ensures real - time inventory updates and helps manage stock levels effectively, reducing the risk of stock outs or overstock situations. Additionally, staff training programs are regularly conducted to enhance customer service and product knowledge.

Urban Bazaar's approach to retail planning and shop management highlights the importance of strategic planning and efficient in - store operations in driving retail success.

Questions:

a) How does Urban Bazaar's retail planning strategy contribute to its success in selecting store locations and designing store layouts?

b) In what ways does Urban Bazaar's centralized inventory management system improve its retail shop management?

c) How do staff training programs impact customer service and overall store performance at Urban Bazaar?
