

D 136307

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE (REGULAR) EXAMINATION**JANUARY 2026**

M.B.A.

BUS 3EM 01—RETAIL MANAGEMENT

(2024 Scheme)

Time : Three Hours

Maximum : 60 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. Mention any *two* challenges faced by the retail industry in India.
2. Define retail consumer behaviour
3. What is a central business district (CBD) ?
4. State any *two* factors affecting retail pricing.
5. Define store image.

(5 × 2 = 10 marks)

Part B*Answer any four questions from this Part.**Each question carries 4 marks.*

6. Briefly explain any *two* theories of retail development.
7. Why is consumer analysis important for retailers ? Explain.
8. Differentiate between central business district and suburban locations.
9. Examine the relationship between retail pricing and consumer, perception.
10. How does store layout facilitate customer movement and sales ? Explain.
11. Apply visual merchandising techniques to a retail apparel store.

(4 × 4 = 16 marks)

Turn over

Part C

Answer any **three** questions from this Part.

Each question carries 8 marks.

12. Evaluate the effectiveness of retail marketing mix in achieving retail competitiveness.
13. How can retailers influence consumers at different stages of the buying decision process? Explain with suitable example.
14. Assess the role of technology and data analytics in modern retail location decisions.
15. "Pricing is a dynamic decision rather than a one-time activity in retailing."

Analyse this statement by explaining the process of developing a retail pricing strategy and the need for price adjustments in retail markets.

16. Discuss the major safety and security measures adopted in retail stores and explain how they contribute to customer confidence and store performance.

(3 × 8 = 24 marks)

Part D**Compulsory Question.**

10 marks.

17. ValueZone is a discount-oriented retail store known for offering frequent deals and promotional offers. Initially, customers were attracted by low prices and regular discounts. Over time, however, customers began expressing dissatisfaction at billing counters, often questioning price differences between shelves and invoices. Regular shoppers found it difficult to understand the store's pricing logic, and many felt that discounts no longer represented real value.

The store manager frequently revises prices in response to competitor actions but rarely communicates these changes clearly. Seasonal sales, festival offers, and clearance discounts overlap, creating confusion among customers. While footfall remains high, customer trust and repeat purchases have started to decline.

Questions

- a) Analyse the pricing-related issues faced by ValueZone and their impact on customer perception.
- b) Propose an appropriate retail pricing strategy and price adjustment approach to restore customer confidence and profitability.

(10 marks)