

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013****Subject Code: 849901****Date: 21-05-2013****Subject Name: Retailing-II****Time: 14:30pm – 17:30pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) What is retail image? Why is it sometimes difficult for a retailer to convey its image to consumers? **07**

(b) What is Private Label? Discuss its importance to organized retail. **07**

Q.2 (a) How can advertising, public relations, personal selling, and sales promotion complement each other for a retailer? **07**

(b) What are the factors that affect the function of merchandising in retail? **07**

OR

(b) What is assortment planning and how does it differ from range planning. **07**

Q.3 (a) What different types of documents are needed for a franchise system of doing business? **07**

(b) Describe different types of franchising formats. **07**

OR

Q.3 (a) What are the types of strategies available to a retailer for growth? Elaborate with suitable example. **07**

(b) Differentiate between product/trademark format and business format franchising. **07**

Q.4 (a) How do organized retailers target improvement in customer service using loyalty programs? **07**

(b) Evaluate franchising as a strategic option available to the organized retailers. **07**

OR

Q.4 (a) Briefly discuss the importance of IT in retail industry and discuss the various applications of IT in retail sector? **07**

Q.4 (b) How does a potential franchisor establish trustworthiness in order to be more acceptable among the franchisee fraternity? **07**

Q.5 (a) Discuss the methods of evaluating the performance of vendors/suppliers. **07**

(b) What are the elements of Store design? Discuss the role of atmospherics in store design. **07**

OR

Q.5 (a) Mr. Malhotra, owner of grocery store chain in Delhi want to open the retail chain to the nearby states. He is indifferent with his decision of layout for the stores in these states. Suggest him the layout for the store. **07**

(b) International retail giant Make it! want to open their stores in India, suggest what legal aspect of franchising then need to consider while they use the franchising option to start their operations in India. **07**