



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION ASSIGNMENT QUESTIONS

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|--------------------|---|------------------------------------------|
| Course Name | : | RETAILING MANAGEMENT |
| Course Code | : | CMB416 |
| Class | : | IV Semester |
| Branch | : | MBA |
| Year | : | 2017 - 2018 |
| Course Coordinator | : | Ms. B. Swathi , Assistant Professor, MBA |
| Course Faculty | : | Ms. B. Swathi , Assistant Professor, MBA |

OBJECTIVES

To meet the challenge of ensuring excellence in management studies, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited.

In line with this, Faculty of Institute of Aeronautical Engineering, Hyderabad has taken a lead in incorporating philosophy of outcome based education in the process of problem solving and career development. So, all students of the institute should understand the depth and approach of course to be taught through this question bank, which will enhance learner's learning process.

| S. No | QUESTION | Blooms Taxonomy Level | Course Learning Outcome (CLOs) |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------------|
| ASSIGNMENT NO.1 | | | |
| UNIT-I | | | |
| INTRODUCTION TO RETAIL MANAGEMENT | | | |
| 1 | Define Retail? Discuss the development of retailing in the various stages involved in the history of retailing? | Understand | CCMB416.01 |
| 2 | Define retailing. Explain the different types retailing and also discuss various types of retailers? | Remember | CCMB416.01 |
| 3 | Discuss the functions of retail and importance of retailing process in detail and discuss the utilities of retailing in management? | Understand | CCMB416.01 |
| 4 | Write about the scope of retailing? Explain the various stages of theories involved in retailing management? | Remember | CCMB416.01 |

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| 5 | Define global retailing? Discuss in detail, the retailing trends in Asia and Europe and comment on them? | Understand | CCMB416.01 |
| 6 | What do you mean by service retailing? Should dental and accounting services be considered a part of retailing? Why or why not? | Remember | CCMB416.01 |
| 7 | Explain the structure of Indian retail industry? And discuss about foreign direct investment (FDI) write the advantages and disadvantages of FDI? | Understand | CCMB416.01 |
| 8 | State the Rural marketing? And discuss with some examples of the rural initiatives in India? | Understand | CCMB416.01 |
| 9 | Define E-tailing and discuss briefly with the various steps involved in it? And advantages and disadvantages of E-tailing? | Remember | CCMB416.01 |
| 10 | Discuss ethics in retailing? Explain 'supply process' and supplement your answer with the help of an example? | Understand | CCMB416.01 |
| UNIT-II | | | |
| UNDERSTANDING SHOPPERS AND SHOPPING | | | |
| 1 | What is shopping environment? Discuss the characteristics of shopping approach to set objectives and measuring advertising effectiveness? | Remember | CCMB416.06 |
| 2 | Explain the structure of shopping pattern in India? And discuss how the consumer spending patterns in India? | Remember | CCMB416.06 |
| 3 | What do you mean by socio-cultural environment? Discuss how it influences the behavior of buyers. Give relevant examples? | Understand | CCMB416.05 |
| 4 | What is shopping and discuss different concepts included? And explain the process of shopping? | Understand | CCMB416.06 |
| 5 | What is shopping behavior? Explain how its influence of situational variables with the different dimensions on shopping behavior? | Remember | CCMB416.06 |
| 6 | Discuss the factors that influence a consumer's retail shopping behavior. How can a retailer use these factors in order to boost his sales? | Understand | CCMB416.06 |
| 7 | Differentiate between shopping process and shopping behavior with understanding shoppers & shopping? | Remember | CCMB416.02 |
| 8 | Explain 'supply process' and supplementary your answer with the help of an example? | Understand | CCMB416.04 |
| 9 | Write about the life style of Indian shoppers? Analyze and comment on the changing life style of Indian shoppers and explain the changes? | Remember | CCMB416.04 |
| 10 | Define a) shopping patterns in India b) psychographic profile of Indian shoppers | Remember | CCMB416.06 |
| UNIT-III | | | |
| DELIVERING VALUE THROUGH RETAIL FUNCTIONS | | | |

| S. No | QUESTION | Blooms Taxonomy Level | Course Learning Outcome (CLOs) |
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| 1 | Define Retail formats? Explain the classifications of retail formats such as ownership, store strategy mix, none store operations briefly? | Remember | CCMB416.08 |
| 2 | Define value based model of store format choice? Discuss the process of format selection with different stages involved in store format? | Understand | CCMB416.08 |
| 3 | Explain the various types of store-based retail formats briefly. Among them which format, in your opinion, is more effective? Why? | Remember | CCMB416.08 |
| 4 | Define attribute based model of store format choice? And discuss the temporal effect of affect and cognition on store format choice? | Remember | CCMB416.08 |
| 5 | What is retail competition? Write the different models of retail competition and its advantages of competitive marketplace in detail. | Understand | CCMB416.08 |
| ASSIGNMENT NO.2 | | | |
| UNIT-III | | | |
| DELIVERING VALUE THROUGH RETAIL FUNCTIONS | | | |
| 1 | What do you mean by Non-price competition? How it will influence retail business? Give examples? | Understand | CCMB416.08 |
| 2 | Write the advantages and disadvantages of future changes in retail competition? | Understand | CCMB416.08 |
| 3 | Discuss market structure and different types of economic terms to describe the competitive environment of retailing? | Understand | CCMB416.08 |
| 4 | Define competition and explain the different types of competition? Evolution of the wheel of retailing with diagram for the evolution of competition? | Remember | CCMB416.08 |
| 5 | Discuss the retail life cycle with different stages involved with diagram and discuss the future changes in retail competition? | Remember | CCMB416.08 |
| UNIT-IV | | | |
| PRICING AND SUPPLY CHAIN MANAGEMENT | | | |
| PART-B (LONG ANSWER QUESTIONS) | | | |
| 1 | Explain the framework of supply chain management and what are the types of SCM in detail with diagrammatically? | Understand | CCMB416.09 |
| 2 | Define pricing? What are the objectives of pricing? Also discuss the various pricing strategies with the help of examples? | Remember | CCMB416.11 |
| 3 | “Supply-chain is a nerve centre in retail business”-How will you substantiate it for the success of retailing? Also explain the importance of EDI in supply chain management? | Understand | CCMB416.13 |
| 4 | Discuss the influence of various external factors on the determination of retail price? | Remember | CCMB416.09 |
| 5 | Define price adjustment strategies? Discuss the different strategies of retail pricing in detail? | Understand | CCMB416.10 |
| 6 | Identify and analyze the pricing strategies followed by department stores operating in your locality? | Understand | CCMB416.09 |
| 7 | Explain briefly various types of supply chain management? Discuss framework of supply chain management? | Remember | CCMB416.09 |

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| 8 | Define retail inventory management? Explain the different types of inventory in retailing and benefits of inventory management? | Remember | CCMB416.13 |
| 9 | Differentiate ABC analysis and VED analysis and EOQ and XYZ analysis? | Remember | CCMB416.11 |
| 10 | What are retail logistics management and the objectives of logistics management? Explain basics models of logistics in retailing? | Understand | CCMB416.11 |
| UNIT-V | | | |
| RETAIL BUYING AND MANAGING RETAIL OPERATIONS | | | |
| 1 | What is retail buyer behavior and discuss the responsibilities of buyer? | Remember | CCMB416.14 |
| 2 | What is the distinction between merchandising functions and the buying functions? Also explain how could a sporting goods store use a basic stock list, a model stock plan, and never-out list? | Remember | CCMB416.14 |
| 3 | Define visual merchandising and discuss important components of visual merchandise to leverage its benefits? | Understand | CCMB416.14 |
| 4 | What are the different types of store layout and design in retailing? Also discuss the factors influencing retail store layout and design? | Apply | CCMB416.14 |
| 5 | Define store design and objectives of store design involved. And also discuss the various factors of design decisions in stores? | Remember | CCMB416.14 |
| 6 | Define graphics and distinguish between the Exterior signage and Interior signage in detail? | Understand | CCMB416.14 |
| 7 | Define layout for E-Tailers and discuss briefly the customers use three major components or dimensions in layout? | Understand | CCMB416.15 |
| 8 | Define music? What is the emotional expression ascribed to various components of music? | Remember | CCMB416.15 |
| 9 | Define as follows: a)Interior walls b)Lightings c)Floors d)ceilings e)loop layout | Understand | CCMB416.15 |
| 10 | Difference between the negotiating with vendors and negotiations in retail? | Remember | CCMB403.14 |

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