



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	RETAILING MANAGEMENT
Course Code	:	CMB416
Class	:	IV SEMESTER
Branch	:	MBA
Academic Year	:	2017– 2018
Course Coordinator	:	Ms. Swathi, Assistant Professor
Course Faculty	:	Ms. Swathi, Assistant Professor

COURSE OBJECTIVES (COs);

The course should enable the students to:

I	Apply the key terms, definitions, and concepts used in Retailing management and critically evaluate the communications effects and results of an RM campaign to determine its success.
II	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience for the RM campaign plan
III	Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an RM campaign
IV	Structure an retailing management and FDI campaign plan based on the application of marketing concepts, principles, and practices within an organization

COURSE LEARNING OUTCOMES (CLOs):

Students, who complete the course, will have demonstrated the ability to do the following:

CCMB416.01	Apply an oral and written Retailing management, based on primary and secondary research
CCMB416.02	Understand a substantive assessment of retailers strengths, weaknesses, opportunities and theories and create a substantive research plan for one's project
CCMB416.03	Construct RM creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives in international management.
CCMB416.04	Evaluate creative strategies in the retail of given marketing objectives and strategies.
CCMB416.05	Explain the behavioral factors that influence the effectiveness of shoppers & shopping.
CCMB416.06	Provide an understanding of retailing management (RM) and its influences on other marketing functions and other promotional activities.
CCMB416.07	Introduction to the principle and basic concept of marketing competition process in a streamlined integrated marketing strategy
CCMB416.08	Demonstrate a comprehensive understanding of Retail management theories and concepts
CCMB416.09	Know Retailing management, which we explore using general theories and on which we reflect both normatively and positively
CCMB416.10	Understand the nature and significance of retailing management as human activities.
CCMB416.11	Analyze and evaluate the fast-changing field of advertising and promotion which affects global marketing, society and economy.
CCMB416.12	Explain how to design and retail management in foreign research studies using qualitative and quantitative approaches.
CCMB416.13	Develop analytical, problem solving, planning, communication, interpersonal and creative skills

	in Retailing management
CCMB416.14	Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an RM campaign.
CCMB416.15	Understand the working of media institutions and actors, media production process and media governance and regulatory structures
CCMB416.16	Demonstrate the ability to develop interpersonal skills relevant to security valuation and portfolio management
CCMB416.17	Acquire the knowledge and develop capability to build brand identity and brand relationship, and create brand equity through brand synergy.

TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
UNIT-I			
INTRODUCTION TO RETAIL MANAGEMENT			
PART-A (SHORT ANSWER QUESTIONS)			
1	What is Retail? What are the functions of retailing?	Remember	CCMB403.01
2	Explain the role of E-tailing in a business?	Understand	CCMB416.01
3	Explain the role of 'Ethics' in retailing?	Understand	CCMB416.01
4	Define Retail? What are the different types of retailing?	Remember	CCMB416.01
5	Explain about the history of retailing management?	Understand	CCMB416.01
6	Explain the need of understanding the development of retailing?	Remember	CCMB416.01
7	Write about the factors affecting on utilities of retailing?	Understand	CCMB416.01
8	Discuss the elements in the functions of retailing?	Remember	CCMB416.01
9	Explain the importance of retailing in the management?	Understand	CCMB416.01
10	State the different stages involved in E-tailing?	Remember	CCMB416.01
11	Define global retailing. Write the objectives of retailing management?	Understand	CCMB416.01
12	What is service retailing? Discuss the various types of service retailing?	Remember	CCMB416.01
13	Define Foreign direct investment. Write the advantages and disadvantages in retail in India?	Understand	CCMB416.01
14	Write the importance of Retailing in the scope of retailing management?	Remember	CCMB416.01
15	Write about Rural marketing in the Retailing management?	Remember	CCMB416.01
16	Discuss the theories of retailing in marketing communication activities.	Understand	CCMB4016.01
17	Define Retailing management? Write its importance of E-tailing?	Remember	CCMB416.01
18	Explain the structure of Indian retail industry in the retailing management?	Understand	CCMB416.01
19	Define global retailing? Write the importance of retailing management?	Remember	CCMB416.01
20	State the stages involved in retailing management process?	Remember	CCMB416.01

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
PART-B (LONG ANSWER QUESTIONS)			
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
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
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Explain the concept 'Retailing'. Discuss the types and functions of retailing. What difference can you establish between traditional and non-traditional retailing?	Remember	CCMB416.01
2	Wal-Mart is setting up its operations in India. you have been appointed as a consultant. Develop a strategy which can help it to successfully enter the Indian market?	Understand	CCMB416.01
3	What is meant by global retailing? Discuss how these various trends are involved with reference to Asia, Europe and comment on them?	Remember	CCMB416.01
UNIT-II			
UNDERSTANDING SHOPPERS AND SHOPPING			
PART-A(SHORT ANSWER QUESTIONS)			
1	What is the concept of shopping? Explain the objectives of shopping environment?	Remember	CCMB416.06
2	What is shopping process and discuss with various steps involved in shopping environment?	Understand	CCMB416.06
3	Explain how do you influence of situational variables on shopping behavior?	Remember	CCMB416.05
4	Explain the Indian shoppers which includes the demographics of Indian shoppers?	Remember	CCMB416.02

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
5	Explain the different four stages involved in the customer Decision making process?	Understand	CCMB416.06
6	Write about the process of psychographic profile of Indian shoppers?	Remember	CCMB416.04
7	Discuss the different steps involved in factors influencing the customer's decision making process?	Understand	CCMB416.04
8	Explain the techniques used in evaluating various styles in life style of Indian shoppers?	Understand	CCMB416.06
9	What is the procedure for testing the growing consumer market sectors (2005-10) with representation of graph?	Remember	CCMB416.03
10	Define shopping patterns in India? Discuss the shopping behavior patterns in India?	Understand	CCMB416.05
11	What do you mean by socio-cultural environment? Discuss how it influences the behavior of buyers?	Understand	CCMB416.03
12	Analyze and comment on the changing life style of Indian shoppers and explain the changes?	Remember	CCMB416.03
13	Write about the process of shopping environment? Explain the shopping pattern in India?	Remember	CCMB416.03
14	Draw a flow chart relating to shopping processes?	Understand	CCMB416.03
15	State the approach you will use to set advertising objectives in understanding shoppers & shopping?	Remember	CCMB416.03
16	What are the objectives of Indian shoppers in retailing management?	Understand	CCMB416.03
17	How shopping environment have takes place in the socio cultural contest?	Remember	CCMB416.03
18	Differentiate between shopping process and shopping behavior with understanding shoppers & shopping?	Remember	CCMB416.03
19	Discuss the steps involved in testing the quality of service by using customer decision making process?	Understand	CCMB416.03
20	Explain the techniques used in evaluating various life styles of Indian shoppers?	Remember	CCMB416.03
PART-B (LONG ANSWER QUESTIONS)			
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

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
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
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	What do you mean by socio-cultural environment? Discuss how it influences the behavior of buyers? 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	CCMB416.04
2	What is shopping environment? Discuss the characteristics of shopping approach to set objectives and measuring advertising effectiveness?	Remember	CCMB416.06
3	What is shopping process? Draw a flow chart relating to shopping process and discuss the steps involved in the process?	Understand	CCMB416.04
UNIT-III			
DELIVERING VALUE THROUGH RETAIL FUNCTIONS			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define Retail formats? What are the classifications of retail formats?.	Remember	CCMB416.08
2	Write a note on 'ownership-based store format'. Give example for such stores?	Remember	CCMB416.08
3	What impact does scalability have in retail formats?	Understand	CCMB416.08
4	Write the advantages and disadvantages of retail formats?	Understand	CCMB416.08
5	What is other retail formats and discuss the new formats that have developed recently?	Remember	CCMB416.08
6	Write are the difference between Retail formats vs. other Retail formats?	Understand	CCMB416.08
7	Write is value based model of store format choice? And discuss the process involved in it?	Remember	CCMB416.08

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
8	How do you evaluate the competition in retailing with marketplace?	Remember	CCMB416.08
9	What are the attribute based model of store format choice?	Understand	CCMB416.08
10	What do you mean by Market structure? Give some of different economic terms to describe the competitive environment of retailing?	Remember	CCMB416.08
1	Discuss the four different economic terms to describe the competitive environment of retailing?	Understand	CCMB416.08
2	Define demand side of retailing? What is the quality demand as a function of price?	Remember	CCMB416.08
3	Explain about the competitive actions, suppliers as partners and competitors?	Understand	CCMB416.08
4	Explain the various factors affecting on the evolution of retail competition?	Remember	CCMB416.08
5	What is retail competition? And discuss about the wheel of retailing with diagrammatically?	Remember	CCMB416.08
6	What are non-price decisions? Discuss the various types of competition?	Understand	CCMB416.08
7	Explain the different elements of design in creative execution of advertising in print media.	Remember	CCMB416.08
8	Discuss the various stages leading to the development of retail institutions in the retail life cycle?	Remember	CCMB416.08
9	State the different steps involved in the future changes in retail competition with an example?	Understand	CCMB416.08
10	Discuss the concepts of New retail formats and retail formats? Find an example of increasing use of private labels?	Remember	CCMB416.08
PART-B(LONG ANSWER QUESTIONS)			
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

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
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
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Define value based model of store format choice? Discuss the process of format selection with different stages involved in store format? Explain the various types of store-based retail formats briefly. Among them which format, in your opinion, is more effective? Why?	Remember	CCMB416.08
2	Define Retail formats? Explain the classifications of retail formats such as ownership, store strategy mix, none store operations briefly?	Understand	CCMB416.08
3	Define competition and explain the different types of competition? Evolution of the wheel of retailing with diagram for the evolution of competition? Write the advantages and disadvantages of future changes in retail competition?	Remember	CCMB416.08
4	Discuss the following a) E-tailing b) New retailing formats c) Integration of technology	Understand	CCMB416.08
UNIT-IV			
PRICING AND SUPPLY CHAIN MANAGEMENT			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define retail pricing. State the objectives of retail pricing?	Remember	CCMB416.11
2	Explain the objectives to setting pricing strategies in retail?	Understand	CCMB416.11
3	Explain retail pricing policies which include the various levels in market pricing?	Remember	CCMB416.11
4	What are the objectives of pricing? Also discuss the various pricing strategies with the help of examples?	Understand	CCMB416.11
5	Point out the 'pricing adjustment strategies'?	Understand	CCMB416.11
6	Discuss the influence of various external factors on the determination of retail price?	Remember	CCMB416.09
7	Explain the framework of SCM? What are the drivers of SCM?	Understand	CCMB416.09
8	Discuss the characteristics of interactive pricing decisions?	Remember	CCMB416.09
9	Explain the types of approaches in retail pricing strategies?	Understand	CCMB416.09
10	How to implement the tools and technique of supply chain management?	Remember	CCMB416.09

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
11	What are steps involved in implementing in electronic data interchange (EDI)?	Remember	CCMB416.09
12	What are the advantages and disadvantages of SCM and competitive advantages?	Understand	CCMB416.09
13	What is supply chain? Discuss the various types of supply chain?	Remember	CCMB416.09
14	Explain the framework of supply chain management with three key nodes?	Understand	CCMB416.09
15	Explain about the process of business which involves in supply chain?	Understand	CCMB416.09
16	What are the benefits of inventory management and techniques of retail inventory management?	Remember	CCMB416.09
17	Define inventory control and discuss the issues in inventory control?	Understand	CCMB416.09
18	What is supply chain management (SCM)? Write the components of supply chain management?	Remember	CCMB416.09
19	Explain the retail logistics management and discuss the basics models of logistics in retailing?	Understand	CCMB416.09
20	Identify and analyze the four major sets of EDI (electronic data interchange) standards?	Understand	CCMB416.09
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
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
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	What is the difference between retail inventory management and supply chain management? Describe the various types of supply chain and	Remember	CCMB416.09

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
	inventory in retailing?		
2	Define supply chain management? “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?	Remember	CCMB416.09
3	Discuss framework of supply chain management and how the process involved in business on supply chain management?	Understand	CCMB416.09
4	Define retail pricing and objectives of retail pricing? What are the various polices are involved in retail pricing? Discuss the interactive pricing decisions and factors effecting pricing decisions?	Understand	CCMB416.09
UNIT-V			
RETAIL BUYING AND MANAGING RETAIL OPERATIONS			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define retail buying and discuss the various objectives of buying?	Understand	CCMB416.14
2	Discuss retailing buying behavior and discuss the sheth’s models of retail buyer behavior?	Understand	CCMB416.14
3	Define buyer and discuss the revised theory of merchandise buying behavior?	Understand	CCMB416.14
4	Explain the different steps involved in the process of merchandise planning?	Remember	CCMB416.14
5	What are the issues involved in merchandising planning and implications of merchandise planning?	Remember	CCMB416.14
6	Explain retail buying groups and discuss major factors that influence the formation and growth of buying groups?	Understand	CCMB416.14
7	What do you mean by negotiations in retail with the different vendors included in retail buying?	Remember	CCMB416.14
8	Define store layout? Explain the different types of layout in detail and discuss the importance of the store layout?	Understand	CCMB416.14
9	What is contract in retail? Give different ways of presenting contract management activities in retail buyers?	Understand	CCMB416.15
10	Define store design and discuss the objectives of store design? Describe any five components of store design?	Remember	CCMB416.15
11	What are the three factors includes in the materials and finishes discuss in detail?	Remember	CCMB416.15
12	Briefly explain the steps involved for designing store layout?	Understand	CCMB416.15
13	Discuss about merchandising and assortment plan?	Understand	CCMB416.15
14	Define as follows: a) Floors b) Interior walls c) Ceilings	Remember	CCMB416.15
15	Explain about the lightings deals included in the retail buying?	Understand	CCMB416.15
16	Explain the various emotional expression ascribed to various components of music in detail?	Remember	CCMB416.15
17	Define graphics? And difference between the Exterior signage and Interior signage?	Understand	CCMB416.15

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
18	Define layout for E-Tailers? What are the three major dimensions involved in the layout?	Remember	CCMB416.15
19	What are the different types of store layout and design in retailing?	Understand	CCMB416.15
20	What is meant by merchandised management? What are its advantages?	Understand	CCMB416.15
PART-B(LONG ANSWER QUESTIONS)			
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
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1.	Can you suggest various promotional measures which can be used to penetrate smaller cities where there is some spending power with people aspiring to be like their urban cousins?	Remember	CCMB416.14
2	There are international furniture retailers like style spa etc, who have set up store in India, what steps could be taken by Godrej and Boyce to beat their urban cousins?	Understand	CCMB416.15
3	Define merchandise? 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?	Understand	CCMB416.15

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