



RD-4437-38

**M.B.A. (Sem. IV) (Full Time) & (Sem. VI) (Evening)
Examination**

April / May – 2010

Management of Retail Business (OMK 404)

Time : 3 Hours]

[Total Marks : 100

RD-4437

Instructions : (1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> M.B.A. (Sem. IV) (Full Time) & (Sem. VI) (Evening)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> Management of Retail Business (OMK 404)	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="7"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="1"/>	<input type="text"/>
	Student's Signature

- (2) Attempt **all** questions.
- (3) Figures to the **right** indicate marks.
- (4) Write answers to Section-I and Section-II in **separate** answer books.

- 1 What is sustainable competitive advantage? 2+8+8
Describe different sources available to retailers to build sustainable competitive advantage. Explain each one of them with suitable examples.
- 2 Describe various pricing strategies a retailer could 8+4+4
adopt? Explain briefly "Every Day Low Pricing" (EDLP) and "High Low Pricing" Strategy.

OR

- 2 Explain the terms 'Variety' and 'Assortment' in retail 4+12
context. Explain how a retailer may choose an appropriate combination of variety of assortment considering a matrix of variety (wide and narrow) and assortment (deep and shadow).

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- 3 What are the different types of design that can be used in store layout? Explain in detail the grid layout of a store? Which types of retailers prefer this layout? Why? 4x4

OR

- 3 (a) Why is geo-demographic segmentation used by retailers to locate stores? 8
- (b) What are the advantages and disadvantages of locating a store in a Mall over other alternative locations? 8

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Instructions : (1)

<p>नीचे दशांशों में निशानोंवाली विगतो उत्तरवही पर अवश्य लिखनी। Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : M.B.A. (Sem. IV) (Full Time) & (Sem. VI) (Evening)</p> <p>Name of the Subject : Management of Retail Business (OMK 404)</p> <p>Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="8"/> Section No. (1, 2,.....) : <input type="text" value="2"/></p>	<p>Seat No. : <input type="text" value=""/><input type="text" value=""/><input type="text" value=""/><input type="text" value=""/><input type="text" value=""/><input type="text" value=""/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) Attempt **all** questions.
- (3) Figures to the **right** indicate marks.
- (4) Write answers to Section-I and Section-II in **separate** answer books.
- 5 Attempt any **two** of the following : 18
- (i) Franchising and its advantages/disadvantages
- (ii) Role of Sales Promotion in Retail context
- (iii) Types of Retailers by Ownership.
- 6 Read the case given below and answer the question given at the end of the case. 32

Bloomindale's Customer Service Reaches Abroad

In 1872, brothers Lyman and Joseph Bloomindale opened their first retail outlet, the East Side Bazaar, in New York City. Bloomindale's now a division of Federated Department

Stores, has grown into a national chain with 21 stores in Florida, Illinois, Maryland, Massachusetts, Minnesota, New York, New Jersey, Pennsylvania, and California.

With a reputation for quality, creativity, and uniqueness, Bloomingdale's has managed to stay at the forefront of retailing worldwide. The chain is known for its breadth of merchandise in all categories for women, men, children, and home as well as for its outstanding customer service.

Bloomingdale's is more committed than ever to increasing and perfecting customer service. Personal shopping services available by appointment or by phone give customers access to all of Bloomingdale's unique merchandise collections. Bridal registry, delivery services, coal and package checks, restaurants, and gift-wrapping are just some of the complimentary services available at Bloomingdale's. The retailer has mandated that every employee's goal is to make shopping an easy and enjoyable experience for each customer.

Due to Bloomie's unique merchandise and service it has become a tourist destination. Foreign customers are from almost every country with a strong representation from Japan, the United Kingdom, Brazil, Argentina, Germany, Australia and Canada. These international patrons are affluent, educated, and typically from 35 to 55 years old.

Bloomingdale's has an extensive marketing department with professionals who specifically target international customers. Patti Freeman Evans, senior manager of international marketing for Bloomingdale's, says, "The mission of our department is to communicate with both current and potential customers who do not live near a Bloomingdale's location. We want to make it easy for everyone to shop at Bloomingdale's." To accomplish this mission, the department has developed a number of programs.

The international marketing division offers numerous services: shopping assistance in various languages; assistance with shipping; delivery to local hotels; news and information regarding what's happening at Bloomingdale's; and appointments with in-store services such as personal shoppers, alterations, spas, and beauty services. There is also a staff of visitors center consultants to assist travelling customers with any special needs. Special discounts, service coupons, and other benefits for tourist customers are available.

The International Club is a special program for foreign customers. Membership is available to any customer visiting from abroad who signs up in a Bloomingdale's store. It entitles them to exclusive benefits not offered to the general public: special in-store offers, gifts, services and savings; Bloomingdale's catalogs mailed directly to their homes; semiannual editions of Bloomingdale's International Club Newsletter; notification of special events; private invitations; and more.

Most Bloomingdale's stores have an International Service Desk/Visitors Center. When a foreign customer comes to this area and asks for shopping assistance in her native language, the consultant will find an associate who speaks that language. If the associate is working elsewhere in the store that day, he will be released from his normal responsibilities to accompany the customer for as long as he is needed. A considerable number of international customers take advantage of this service.

Discussion Questions :

- (i) What are the unique needs of international customers and what services can Bloomingdale's offer to satisfy those needs?
- (ii) Are international customers an attractive market to pursue? Why?
- (iii) Will their needs vary depending on their nationality?
- (iv) How can Bloomingdale's market its international services to attract more international customers?
