

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY/JUNE - 2024**  
**SEMESTER - III**  
**Sub.: Retail Management (MMM305)**

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**Date : 04/06/2024**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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- Q. 1. Write Short notes on (Any Three) (15)**
1. Retail Industry in India
  2. Challenges faced by the retail sector
  3. Customer decision making process
  4. Market Segmentation and its benefits
  5. Modern retail formats
- Q. 2. Answer in detail (Any One) (10)**
1. What are the Factors influencing the Retail consumer?
  2. Give the Definition, Meaning & Concept of Retailing and Functions of retailing.
- Q. 3. Answer in detail (Any One) (10)**
1. Explain in detail Retail Marketing strategy.
  2. Enlist and explain the Factors determining the location decision.
- Q. 4. Answer in detail (Any One) (10)**
1. Meaning of Merchandising and state the functions of Merchandising Manager.
  2. Analyze the Inventory and Store Management.
- Q. 5. Case study (15)**
- In recent years, the retail industry in India has witnessed significant transformation driven by technological advancements, changing consumer preferences, and increasing competition. One such example is the emergence of online retail giants like Flipkart and Amazon, challenging traditional brick-and-mortar stores.
- Amidst this dynamic environment, let's consider the story of "Modern Mart," a small family-owned retail store located in a bustling neighborhood in Mumbai. Modern Mart has been serving its local community for decades, offering a wide range of products, from groceries and household essentials to electronics and apparel.
- However, with the rise of e-commerce and changing consumer habits, Modern Mart faced several challenges. Many customers started opting for the convenience of online shopping, lured by the extensive product offerings, competitive pricing, and doorstep delivery offered by online retailers.
- To adapt to these changes and stay competitive, Modern Mart decided to embrace technology and innovate its operations. The store launched its own mobile app and website, allowing customers to browse products, place orders, and even schedule home deliveries. Additionally, Modern Mart invested in customer loyalty programs and personalized marketing campaigns to enhance customer retention and drive repeat business.
- Despite these efforts, Modern Mart faced stiff competition from online players and larger retail chains entering the neighborhood. To differentiate itself, Modern Mart focused on providing personalized customer service and maintaining strong relationships with its loyal customer base. The store also expanded its product offerings

to include niche and specialty items not readily available online, catering to specific customer needs and preferences.

Over time, Modern Mart's strategic initiatives paid off, and the store managed to carve out a niche for itself in the competitive retail landscape. By combining the convenience of online shopping with the personalized service of a neighborhood store, Modern Mart continued to thrive, demonstrating resilience and adaptability in the face of industry challenges.

This case study highlights the evolving nature of the retail industry in India and the importance of innovation, technology adoption, and customer-centricity for traditional retailers to remain competitive in today's market.

### **Question**

1. How did the emergence of online retail giants like Flipkart and Amazon impact the traditional brick-and-mortar stores like Modern Mart?
  2. What strategic initiatives did Modern Mart undertake to adapt to the changing retail landscape and stay competitive?
  3. How did Modern Mart differentiate itself from online players and larger retail chains, and what role did personalized customer service play in its success?
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