

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539291**Date: 17/08/2021****Subject Name: Retailing and Franchising****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

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

- Q.1** Explain the following terms: **14**
- (a) Catalog Retailing
 - (b) Multi-channel retailing
 - (c) Power centers
 - (d) Staple Merchandise
 - (e) Store design elements
 - (f) FDD
 - (g) Visual Merchandise
- Q.2** (a) You are owner of retail store and you need to decide whether you should go with National brands or Private brands or combination of it and why. **07**
- (b) Explain multichannel and OMNI channel retailing with practical example. **07**
- OR**
- (b) Define retailing and list down different retail formats and explain any two with appropriate examples. **07**
- Q.3** (a) Explain retail locations with appropriate examples. **07**
- (b) Explain franchise contract and elements of Franchise contract. **07**
- OR**
- Q.3** (a) Explain Indian retail scenario and explain different factors which lead to growth in India for retail sector. **07**
- (b) Explain advantages of franchising for franchisee and franchisor. **07**
- Q.4** (a) How retail employees can play major role in getting competitive growth and success in retail sector. **07**
- (b) Explain different types of store layouts with their use in different retail stores. **07**
- OR**
- Q.4** (a) Why customer service is important in Retailing. Explain GAP model. **07**
- (b) Explain the steps/process of managing the merchandise for retailers in brief. **07**

Q.5 - CASE STUDY**14**

Ankit Jam, son of a very successful Delhi-based businessman decided to venture into the business of speciality retailing after his MBA. Cafe shops had always earned a special place in his heart since his college days and so he decided to open a cafe shop near Vikaspuri Location wise. Café Point, Ankit's brainchild was perfect. The place was in the vicinity of several management and general colleges. Also, there were various shopping malls and big brand retail stores nearby. In short, the café shop was ensured of garnering both eye balls as well as footfalls. The exterior presentation of the store was perfectly done. The exterior sign

along with well defined walks and entry with some amount of landscaping in front was just perfect for any potential customer to drop in and check out the shop and its services. Ankit had a friend who was in a placement consultancy firm who helped him source the right kind of manpower for Cafe Point. The service staffs were found to be quite skilled in customer service and product knowledge. Cafe Point, apart from offering Coffee also offered pizzas, burgers, pastries, fruit juices etc. It was found that during the day, Cafe Point mainly had visitors who were college goers but in the evenings or during the weekends, there were many families who were frequenting the shop.

The colour scheme that Ankit decided upon for his shop was grey interiors and the dresses of his service staff were also of the same colour to bring in consistency. The mats on the tables were also of the grey colour and the shop was dimly illuminated most of the time. Instrumental music was mostly played at the shop. After a span of some 3-4 months, Ankit noticed that there was hardly any additional footfall in the store. Actually footfalls had dropped and most of the customers who visited the shop were new faces. It meant that people who had once experienced the shop did not feel like coming back which was quite contrary to what is observed among customers in Notes the context of cafe shops. They generally like to hang out at their favorite café shops. What was wrong? Ankit pondered. He had a great service staff, had competitive menu and above all, his shop was at a great location.

- Q.5** (a) What are your recommendations that will allow Ankit to enhance footfalls at his shop and make repeat customers visit Cafe Point? **07**
(b) Comment on the retail marketing mix adopted by Ankit Jam for Cafe Point. **07**

OR

- Q.5** (a) Based on the information in the case and your own shopping behavior, what store layout and design features would improve the café and make the experience more enjoyable and convenient for shoppers and more profitable for retailers? **07**
(b) Explain key trends affecting Food/retail chain as per your experience in detail. **07**
