GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 4539291   **Date: 19/12/2024**
Subject Name: Retailing and Franchising
Time: 10:30 AM TO 01:30 PM   **Total Marks: 70**

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

			Marks
Q1		**Define the following terms:**	
	1.	Mom-and-pop store	**14**
	2.	Convenience Store	
	3.	Omni-channel retailing	
	4.	Staple Merchandise	
	5.	Reintermediation	
	6.	Planogram	
	7.	Store design elements	
Q2	**(a)**	Explain the retailing concept and classify different types of retail stores, providing suitable examples for each classification?	7
	(b)	Define Omni channel retailing. Explain the difference between Multichannel retailing and omnichannel retailing	7
		OR	
	(b)	How would you analyze the sources of competitive advantage for a retailer?	7
Q3	**(a)**	Compare the various factors the retailers consider while evaluating and selecting a specific site.	7
	(b)	Write a note on Store Design and Store Layout.	7
		OR	
Q3	**(a)**	Compare Assortment planning and Range planning.	7
	(b)	Discover how retail employees can play a major role in achieving competitive growth and success in the retail sector	7
Q4	**(a)**	Elaborate on the pros and cons of franchising.	7
	(b)	Define Franchising. Explain the advantages and disadvantages of franchising to franchisee and franchisor.	7
		OR	
Q4	**(a)**	List down the key components of retail atmospherics.	7
	(b)	Classify the steps in the retail employment management process	7

Q5   Read the care carefully and answer the following questions

Case Study: "FreshMart" – Navigating Retail Expansion in India

FreshMart, an Indian retail chain specializing in fresh fruits and vegetables, was established in 2015 in Mumbai. The brand quickly became popular for offering high-quality produce at competitive prices. By 2020, FreshMart expanded to five cities across Maharashtra, aiming to offer a unique shopping experience focused on freshness, customer service, and convenience.

In 2022, the company decided to venture into Tier-2 cities like Pune, Nashik, and Nagpur. As part of its expansion plan, FreshMart had to carefully evaluate the selection of new store locations. They considered several factors: proximity to residential areas, ease of access, and potential competition from local markets and other retailers. However, FreshMart also faced challenges, such as tailoring the product offerings to suit the preferences of customers in smaller cities and ensuring supply chain efficiency in these areas.

To differentiate itself, FreshMart introduced a loyalty program that rewarded customers with points on every purchase, redeemable for discounts. They also focused on a seamless omnichannel experience by integrating an online shopping platform with home delivery services. This allowed customers to purchase fresh produce online and either pick it up at the store or have it delivered.

As FreshMart expanded, the management debated whether to invest more heavily in technology-driven solutions like AI-driven inventory management or focus on enhancing the in-store experience to build stronger customer relationships.

(a) Elaborate on the strategy that FreshMart should prioritize for future success.   7

(b) What should be the focus for FreshMart's customer retention?   7

OR

(a) How can FreshMart ensure efficient supply chain operations in Tier-2 cities?   7

(b) What metrics should FreshMart track to evaluate the success of its expansion strategy?   7

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