

Enrollment No.:/ Seat No.: \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: 4539291

Date: 22-12-2025

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.

Q. No.	Question Text and Description	Marks
Q.1	Define the following Terms : A. Automatic Vending Machine B. Point of Sale C. Scrambled Merchandising D. Franchisor E. E- Tail F. Private Label G. Store Design	14
Q.2	(a) Explain the classification of Store based Retail Formats with examples of each.	07
	(b) What is Retailing? Explain the Various Functions of Retailers.	07
<b>OR</b>		
	(b) What is Omni channel retailing. Explain the difference between Multi channel retailing and Omni channel retailing.	07
Q.3	(a) What are the factors that retailer needs to consider while choosing a location for a retail store?	07
	(b) Explain the Merchandise procurement process in details.	07
<b>OR</b>		
Q.3	(a) You wish to open retail store and you need to decide whether you should go with National brands or Private Label. Explain with the Merits & Demerits of Private Labels.	07
	(b) Explain the different types of retail location with merit and demerit of each.	07
Q.4	(a) Write down the list of retail store Layout. Which kind of Retail Layout are best suited for: A) Premium Branded Smart Phone B) Premium Boutique . Justify your answer	07
	(b) What is Store Design ? Write down the main elements of Store design	07
<b>OR</b>		
Q.4	(a) Discuss the Merits & Demerits of Franchising Business.	07
	(b) Explain the Various Types of Franchising. According to you Which is the best format of Franchising. Justify your answer.	07

**Q.5** Rahul Soni, son of a very successful Ahmedabad based businessman decided to venture into the business of specialty 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 Sindhu Bhavan Road.

Café Point, Rahul'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.

Rahul 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 Rahul 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, Rahul 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? Rahul pondered. He had a great service staff, had competitive menu and above all, his shop was at a great location.

- (a) Comment on the retail marketing mix adopted by Rahul Jam for Cafe Point. **07**
- (b) Based on the information in the case and your own shopping behaviour, 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**

**OR**

- Q.5** (a) What are your recommendations that will allow Rahul to enhance footfalls at his shop and make repeat customers visit Cafe Point? **07**
- (b) Explain key trends affecting Food/retail chain as per your experience in detail. **07**

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