

Roll No:

**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination – May, 2017

Program/course: BBA Retail Management
Subject: International Retailing
Code : BBCR178
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Semester – 4th
Max. Marks : 100
Duration : 3 Hrs

Section A: Attempt all the Questions [2x10 = 20 Marks]

Q1(A). Select the most appropriate answer.

- i.** The psychology of merchandise presentation refers to the fact that
- a. different merchandising methods can strongly influence the store's image and its sales.
 - b. psychologists should always be hired as merchandisers.
 - c. merchandise presentation teaches consumers how to shop effectively.
 - d. social factors strongly influence shopping behavior.
 - e. shoppers can be classified according to psychological tests.
- ii.** Which of the following is not part of a visual communications program?
- a. store name and logo
 - b. institutional signage
 - c. directional and category signage
 - d. lifestyle graphics
 - e. television advertising
- iii.** Which two parties are usually involved in losses due to vendor collusion?
- a. delivery people and customers
 - b. retail employee signing for the delivery and delivery person
 - c. vendor sales representative and retail employee signing for the delivery
 - d. customers and vendor sales representative
 - e. vendor sales representative and the retailer's accountant

- iv. The three sequential stages involved in selecting a location for a store-based retailer are
- Identify the most understored markets, identify the most attractive sites that are available within each market, select the best site(s).
 - Identify most attractive markets, identify the most attractive sites that are available within each market, select the best site(s).
 - Identify most attractive markets, identify the vacant parcels of real estate within each market, select the best site(s).
 - Identify the most understored markets, identify the vacant parcels of real estate within each market, negotiate terms for best site.
 - Identify most attractive markets, identify the most attractive sites that are available within each market, negotiate for the lowest priced site.
- v. Which of the following is not a member of buying centre?
- Approver
 - Mentor
 - Gatekeeper
 - Decider
 - Initiator

Q1(B). Define the following things in short.

- Bait and Switch
- Destination Category
- Click & Mortar Retailers
- Personal Selling
- Hot Spots & Cold Spots in a Retail Store

Section B: Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]

Q2. What may be the various competitive situations that affect selection of a Retail Store Site?

Q3. What is 'Butt Brush' concept in international retailing? How it can affect business of a retail store?

Q4. Give a brief description of Destination & Parasite Stores.

Q5. Can sounds and smell influence store performance?

Q6. Which are the factors that can affect Price Sensitivity of consumers in Retail Business?

Section C: Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Q7. Why is it so important that a retailer's sales personnel be taught that each customer must be contacted by a sales associate each time the customer enters the store? Don't some customers just want to be left alone to look around?

Q8. Your store manager just told you that since profits have been falling over the past year, he has recommended to the owners that they could increase profits by cutting back further on customer services. After all, customers don't really expect service anymore. Agree or disagree with this statement and explain your reasoning.

Q9. What is the importance of e-Commerce in International Retailing? Give a brief description of Tourism Industry and explain the emerging role of e-Commerce in the sector across the globe.

Section D: Analytical / Situational / Case based:

Attempt all the questions [2x15 = 30 Marks]

Case Study – The Internship

Back in February Kim Wake interviewed with JoBeth Brenholtz for a Summer Internship with Reed's. Ms Brenholtz's family has owned Reed's, a locally owned women's apparel store located in a neighborhood center near the campus, for over a half-century. Kim explained to Ms. Brenholtz that she really wasn't sure if a career in retailing was what she wanted to do with her college education. JoBeth told her not to worry, that this was what the internship was for—to learn about and experience what was actually involved in a retailing career.

The Reed's internship would last twelve weeks and during that time she would spend five weeks working on the sales floor, two weeks in the buying office, and one week each in display, receiving, and advertising promotion. The final two weeks would entail a special project.

In late July, Ms. Brenholtz's secretary called Kim while she was on the sales floor and asked if she could stop by JoBeth's office before the store opened the next morning. Kim guessed it would be about the special project.

Just before the store's 10 A.M. opening, Kim was ushered into the executive office suite. Kim was here once before, on her first day on the job. In fact, while she had seen Ms. Brenholtz occasionally walking the store over the past eight weeks, she really hadn't talked to her since that earlier visit. Kim had noticed that Ms. Brenholtz seldom did anything more than exchange pleasantries with the store's lower-level employees as she walked through the store.

After visiting with Kim about her internship experiences thus far, Ms. Brenholtz explained that Kim's project would be to review the store's operation. She realized that Kim was only going to be a college senior and had rather limited retailing experience. However, Kim's lack of long-held beliefs was appealing. The store needed a fresh analysis because after years of steady growth, sales had declined slightly the past three years. The meeting ended with Kim asking if she could wait until the end of August to complete the report.

That night Kim started thinking about what she should say in her report. She remembered from her retailing class that the first two tasks of any retailer were to get consumers into the store and then convert them into customers. Despite her rather abbreviated retailing career, Kim was already aware that the common retail excuse for poor sales was lack of traffic. Still Kim wasn't sure that this was the real problem. So she started a list based on her observations over the past two months at Reed's:

_ In conversations with employees, no one had mentioned that store traffic had been declining over the past few years.

_ She estimated that the store's conversion rate was around 20 percent.

_ In reviewing her own training, she really didn't think that Reed's spent more than an hour covering store policies and procedures. When she went on the sales floor, the area manager spent time explaining the scanner and cash register, but nobody taught her about selling. She assumed that his was the way it was with all new salespeople.

_ Kim heard that over the past few years, the store had experienced a high amount of employee turnover. While she wasn't sure of the actual number, she had observed that a significant number of sales positions were filled by part-timers.

_ Over the past two months, she felt that the employees were doing a good job on what they were told to do. In fact, after her third week on the floor, the assistant store manager congratulated her for not having any errors cashing out of the register at the end of her shifts.

Q10. If Reed's was willing to spend more money to increase sales, should the retailer spend it on promotions to increase traffic or on training to increase the conversion rate?

Q11. Do you agree or disagree with the statement that "Reed's seems to be a typical example of a retailer that doesn't evaluate employees on their ability to serve the customer, but on their ability to cash out correctly." What should be done about this?