

Time: 2 1/2 hours

Marks: 75

**Instructions:**

1. Figures to the right indicate full marks.
2. Draw suitable diagrams wherever necessary.
3. Illustrate your answers with suitable examples.

**Q1. Case Study**

Future brands designed a detailed wardrobe study for Biba. It brought us a lot of insights on how women view ethnic wear category. How are their wardrobes reflecting their choices, preferences? In addition to hard data, they also discovered the emotional relationship women have with their clothes; the rituals of dressing; their process of negotiating social decorum and personal need for articulacy in their clothing choices. It showed that there was a clear gap in formal wear portfolio. Women were buying a lot of Biba garments, but the large part of their wallet was going in formal/ festive wear. This was completely missing in Biba's portfolio. We came back with Biba by Rohit Bal, today if you walk into a Biba store, you will see a large collection of festive wear.

Biba saw that women viewed this category as an opportunity to express their personal sense of fashion, style, glamour. Biba's role in consumer's life is to help them 'shine on their own silver screens.' Biba started seeing salwar kameez as a large canvas on which women could express and experience different fashions, fabrics, embroideries. Today Biba is bold, fearless, trend-setting, stylish and effortless.

Answer the following:

- A. Highlight various factor influencing women consumers that adopted Biba stores to sustain strong in Indian retail market. (08)
- B. How does Biba store manage communication for its retail store offering? Justify your answer. (07)

**Q2. Answer the following**

- A. Bring out the classification of retail format with reference to forms of ownership. (08)
- B. How are graphics used in retail stores? State its advantages and disadvantages. (07)

OR

- C. Explain the term retail merchandise. Highlight the various types of merchandise kept at the retail store in brief. (08)
- D. "Jo Dikhta Hai, Wohi Bikta Hai". State the objectives of visual merchandising in retail business with relation to the popular saying. (07)

**Q3. Answer the following**

- A. What is Barcoding? How does barcoding benefit retail in its operations? (08)
- B. Discuss assortment management. Elaborate the assortment planning process in brief with special reference to Westside store. (07)

OR

- C. Bring out various objectives of non-store retail merchandising. (08)
- D. Explain the various factors that affect retail strategies. (07)

**Q4. Answer the following**

- A. State the advantages and disadvantages of selecting merchandise for departmental store named Tata Croma. (08)
- B. State the co-relation between product positioning and visual merchandising in retail store. (07)

OR

- C. Demonstrate various pricing strategies used by a retailer. (08)

D. Explain the various factors responsible for the growth of organized retailing in India. (07)  
Justify your answer with examples.

Q5. Write Short Notes on (Any THREE)

(15)

- A. Significance of retailing.
- B. Marketing communication mix.
- C. Planograms.
- D. Types of retail analytics.
- E. Signage.

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