

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
MBA, Trimester IV External Assessment Examination, October, 2015
Subject Code:406G Name of Subject: Retail Operations

Marks: 50

Time: 3 Hrs

SECTION – I (Answer any two) each question carry 15 marks (30 Marks)

- Q1. Why the Government of India wants the Foreign Direct investors to invest part of their investment in to backend store operation?
- Q2. “Raymond Stores” follows a typical store layout? Please suggest an alternative store layout to increase the visibility and feel of the product for better sales.
- Q3. What necessary steps are required to be taken to identify a good retail location?

SECTION – II COMPULSORY CASE STUDY 20 marks

Blue Bird is a chain of retail store dealing in Men’s formal and casual wears. Since they are keen in increasing the market share they are looking towards revising the in-store policy

PARTICULARS	Size	Colour	Availability	Exchange Policy	Return Policy	Trial room	Customer Service	In house Presentation
Competitors	8.5	8.7	9.01	9.11	8.23	7.46	7.77	8.59
Bangalore (Blue Bird)	6.8	7.9	6.05	9.12	9.34	6.9	5.49	8.08
Competitors	7.6	8.02	9.6	9.19	8.09	7.46	7.04	8.9
Madras (Blue Bird)	6.6	7.89	6	9	9.4	7	6.66	8.5
Competitors	8.4	7.38	9.6	9.19	8.09	7.46	7.04	8.9
Delhi (Blue Bird)	6.7	6.91	5.53	9.55	9.7	6.5	4.64	7.54
Competitors	8.9	9.29	8.99	9.04	8.89	8.9	8.68	9.11
Mumbai (Blue Bird)			TO OPEN	SHORTLY				
RATING, ON THE PARAMETER OF 1 - 10 WITH 1 ON THE LOWER SIDE AND 10 ON THE HIGHER SIDE								

Compare and analyze the performance of Blue Bird in-store policies. Recommend changes in the policies, so that the existing and the new store perform better increasing the market share.