131691 62245

Reg. No. | | | | | | | | | |

IV Semester M.B.A. (Day and Evening) Degree Examination, December - 2024

MANAGEMENT

Sales and Distribution Management and Retailing

(CBCS Scheme-2019 Onwards)

Paper : 4.3.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. Explain in detail Retail management decision process.
2. Explain training and motivation of sales force.
3. Discuss and elaborate personal selling buying situations.
4. Explain visual merchandising and its importance.
5. What are the merits and demerits of e-tailing?
6. Explain in detail customer service in retailing.
7. State the channel levels and formats in distribution management.

SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Explain how the growing challenges in current retailing scenario have increased the importance of private labels in the business of retailing.
9. State and explain briefly Theories of Retail development.
10. Explain briefly Merchandise planning and buying process.
11. What do you mean by retail formats? Explain in detail the process of format selection.

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SECTION - C

12. Case Study (Compulsory) : **(1×15=15)**

Walmart, the largest retailer in the world, operates a vast network of physical stores and an expanding e-commerce platform. As of 2024, Walmart is navigating significant challenges, including changing consumer preferences towards online shopping, the economic impacts of inflation, and a heightened focus on sustainability. With the rapid growth of e-commerce and changing shopping behaviors, Walmart has been investing heavily in technology and sustainability initiatives to remain competitive.

Digital Strategy: Walmart has enhanced its e-commerce platform through investments in technology, including artificial intelligence for inventory management and personalized shopping experiences. It has also expanded its grocery delivery services and introduced innovations like automated fulfillment centers.

Sustainability Initiatives: In response to growing consumer demand for sustainability, Walmart has committed to achieving zero emissions by 2040 and aims to source 100% of its electricity from renewable sources by 2025. Walmart is also focused on reducing plastic waste and increasing transparency in its supply chain.

Amazon continues to dominate the e-commerce space, putting pressure on Walmart to innovate rapidly. Target and other retailers are also strengthening their online offerings, making it crucial for Walmart to differentiate itself effectively.

Economic Challenges: Rising inflation has impacted consumer spending habits, with many shifting to value-oriented shopping. Walmart has responded with competitive pricing and a commitment to maintaining its reputation as a low-cost leader.

Questions:

a) How can Walmart further integrate technology into its retail model to stay competitive against players like Amazon?

b) Analyze how changing consumer behaviors due to economic conditions, such as inflation, influence Walmart's pricing strategy. What strategies can Walmart employ to retain price-sensitive customers?

c) How can Walmart balance be maintaining its reputation as a low-cost leader while also investing in developments such as sustainability and digital transformation?

d) Evaluate Walmart's position in the retail market compared to its competitors (e.g., Amazon, Target). What unique advantages does Walmart possess that it can leverage?