



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT & FINANCE

No of Pages: 02
No of Questions: 05
Total Marks: 70

MKT 2251 – Sales & Retail Management

BACHELOR OF BUSINESS ADMINISTRATION DEGREE
2000 LEVEL END SEMESTER EXAMINATION ;
JUNE / JULY 2015

Three Hours

Instructions:

- Answer five (05) questions only including the question number one (01).

(01). Read the following case and answer the questions given below.

"Fashion" is a retail store which operates as a leader of fashion apparel market in Matara for many years. The new chairman of the company, Mr. Priyan who joined the company a few weeks ago, intends to make some changes in the business. He has decided to reorganize the business as a chain retailer by opening new branches in main cities. Accordingly, new branch is planning to open in the Galle city in next month. The new chairman wishes to introduce new product lines such as accessories, foot wares and bags to the existing product lines. Mr. Priyan believes that, if they can design their store as an entertaining and relaxing environment, it will help to attract more upscale customers. Further, he said that, "we always try to create satisfied customers, those who develop long-lasting relationship with us".

- 1.1 (a) Discuss the competitive advantages and disadvantages of chain retail format. (05 marks)
- (b) Discuss the possibility to apply the scrambled merchandising concept for the 'Fashion' company. (05 marks)
- 1.2 (a) The new chairman has decided to open new branches in main cities. Identify the criteria to be considered when selecting a location for proposed outlets. (05 marks)
- (b) Discuss the advantages and disadvantages of having some overlap among its branches for the 'Fashion' company. (05 marks)
- 1.3 (a) Explain 'Wheel of retailing theory' with reference to 'Fashion' company. (05 marks)

(b) "Only very satisfied customers are likely remain loyal in the long run. Most customers do not complain even though they are dissatisfied". Discuss the ways to handle the problem with dissatisfy customers in 'Fashion' company.

(05 marks)

[Total Marks 30]

(02). (a) "Demographic and life style trends that can be applied to retailing". Describe how these factors can be appealed to the present retailing industry.

(05 marks)

(b) Young school leaver, Vishva is planning to buy a new mobile phone. Describe how consumer decision process would operate regarding to this situation.

(05 marks)

[Total Marks 10]

(03). (a) "The flow of information in retailing help parties to better anticipate and address each their expectation". Comment on this statement with example of grocery retailers in Sri Lanka.

(05 marks)

(b) "Retailers always try to avoid strategies based on inadequate information". Explain this statement.

(05 marks)

[Total Marks 10]

(04). (a) "Organizational structure should able to satisfy the need of its target market, employees and management effectively". Explain the factors that must be considered in planning and assessing the retail organization.

(05 marks)

(b) Describe different job classification by giving examples for each.

(05 marks)

[Total Marks 10]

(05). (a) "Approaching to customers" is a very important step in the retail sales process, which helps to set the mood and atmosphere for other steps of sales. Comment on this statement.

(05 marks)

(b) Briefly explains the steps of the retail selling process.

(05 marks)

[Total Marks 10]

(06). Assume that the owner, of the large scale shopping centre in your area, is expecting some guidance to arrange the interior of his shopping complex. Describe the criteria to be considered, when arrange the interior of the shopping complex.

[Total Marks 10]
