



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaia School of Commerce and Business Studies

### QUESTION PAPERS

<b>BRANCH: Master of Commerce</b> <b>(Business Management)</b>	<b>SEM: II</b>
	<b>APR-2023</b>

Sr. No.	Subject	Available
1.	31P23E202 – Retail Management	
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Semester (January 2022 to April 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 23 Programme: MCOM BM	Class: FYMCOM	Semester: II
Name of the Constituent College: S K Somaiya College		Name of the Department: MCOM
Course Code: 31P23E202	Name of the Course: Retail management	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks	
Q.1	a. "Retailing is any business that directs its marketing efforts towards satisfying the final consumer" Justify the statement with the help of characteristics of Retailing. [8] b. Describe the scope of Retail management in detail. [7] <b>OR</b> c. Compare Organized and Unorganized retailing and state which retailing system is better than the other and in what way. [15]	15	CO1  CO1  CO1  CO1
Q.2	a. State the factors influencing retail consumers. [8] b. Describe the research to be carried out after setting up the retail store. [7] <b>OR</b> c. Describe the store location in detail. State various types of locations. [15]	15	CO2  CO2  CO2
Q.3	a. State various principles of merchandising in detail. [8] b. Who is the category captain? explain the role of category captain in detail in-store management. [7] <b>OR</b> c. Describe Store design and state the objectives of store design in detail. [15]	15	CO3  CO3  CO3
Q.4	<b>CASE STUDY</b> Tata Cliq is an Indian e-commerce company founded in 2016 and headquartered in Maharashtra, India, has done a few things differently from other marketplaces. Based in Mumbai, India. It is owned by Tata Unistore Limited, of Tata Group. Tata CLiQ operates in categories such as Fashion, Footwear, and Accessories. Tata Group's E-commerce platform Tata CLiQ also launched a premium and luxury fashion and lifestyle destination, Tata CLiQ Luxury and It have house a wide range of apparel and accessories for men and women by luxury and bridge-to-luxury brands. TataCLiQ has an omnichannel marketplace	15	CO4



model. It is the flagship digital commerce initiative of the Tata Group, the India-headquartered global conglomerate with over US\$100 billion in annual revenue. This app works on JavaScript to run. The upside of online shopping at TATA CLiQ online store is that you'll save on time and most importantly money with TataCliq offers. It's as simple as comparing products and prices online before making the right buy. You also have the option to pay for your favourite brands and products using our easy EMI options. At Tata CLiQ, everything you see is Hand-picked and 100% Authentic – sourced straight from the best brands and their authorized resellers from India and across the world. it has a strong partner network, they provide a flexible physical experience that combines the ease of shopping online with the reassurance of buying from a brick-and-mortar store. Customers can use CLIQ and PIQ and QUIQ Exchange services to pick up or return what they have bought, the in- store across the pan India network of more than 1600 stores over a hundred partner brands. Tata Cliq Luxury indulges you in the lap of luxury with the country's largest online luxury destination. The app provides with shoes, bags, belts, watches, clothes, home decor, etc. from the best international brands. the exclusive collection offers indulgent gifting options, no matter what the occasion. it is easy application with 24\*7 easy assist, this helps people to buy from Tata cliq with easy steps.

The rapid growth in the e-commerce industry can be dedicated to their first cultural pillar i.e. Customer and data obsession. Their daily ongoing weave the core values of this pillar in the processes to give only the best to customers. so an unhappy customer is always a high-priority case for them. Research has shown that customers who experienced swift resolution of service failures tend to be more disloyal to the company. And a recent case in their organization, where they generally use the ideologies of Customer and Data Obsession to support the research, serves as a real-life example of this.

Common dislikes about Tata CLiQ Online Shopping App app is

- Too much painful process for returning products.



- Some sellers are not sending quality products.
- Website lacks basic features.
- App downtime.
- Poor customer service.
- Denied to refund money.
- No information about the delivery of the product.

Upon receiving the escalation, their team starts working on the case without wasting any time. The team coordinates with the brand. After several rounds of brainstorming sessions and coordinating communication between all parties involved, they fix and ask the customer to place a fresh order. they not only successfully deliver the product along with the promised freebie notebook, but in classic CLiQ fashion, also get the brand to customize the notebook with the customer's initials. Tata Cliq is trying its best to compete with the other established online apps but still they are away from being the best in all other apps.

Questions: ( each carries 5 marks)

1. Describe the Working of Tata Cliq and its advantages to the customers. give some examples in real-time cases.
2. Describe various issues with this online application and how these issues hinder the progress of this application.
3. Suggest some solutions to Tata Cliq so that the can cope with the competition with other online applications.