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2412N1096

Candidate's Seat No: _____

**MBA (SCM) Sem.-3 Examination
SC 304**

RM

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Q-1** A) Illustrate how failure in each function can directly affect customer satisfaction and sales performance in retail. **14**
- Q-2** A) Describe each stage of the Retail Life Cycle in detail, highlighting the key characteristics, challenges faced by retailers, and strategic decisions taken at every stage. **14**

OR

- B) Explain the concept of retail formats and discuss the various types of retail formats in detail.
- Q-3** A) Explain the concept of the retail shopper and discuss the various factors influencing retail shopper behavior in detail. **14**

OR

- B) Explain the marketing research process in retailing in detail.
- Q-4** A) Identify the stages of the merchandise planning process that were likely improperly executed by the retailer. **14**

OR

- B) Explain the process of private label creation in retailing.

P.T.O

Q-5 Discuss Case in detail.

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Fashion Fusion is a national clothing retail brand targeting young adults and working professionals. The brand is known for trendy apparel, seasonal collections, and affordable pricing. Fashion Fusion operates both mall-based stores and high-street outlets.

Recently, the company decided to launch a new store in a suburban shopping district. The store faced the following challenges in its first year:

- Low customer footfall on weekdays
- High competition from local boutiques and other branded stores
- Difficulty in predicting demand for seasonal clothing
- Inventory management issues leading to overstock of unpopular items and stock-outs of fast-selling items

The management is concerned about profitability, customer retention, and brand positioning in the new market.

Questions

1. Identify the major retail challenges faced by Fashion Fusion in this new store.
2. Discuss how location, competition, and merchandise planning impact the store's performance.
3. Recommend strategies to improve customer footfall, inventory management, and overall store profitability.

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