Questions:

(a) How would you examine the case from store's point of view?
(b) Suggest a solution that has win–win solution for both the parties concerned?

Time: Three hours

MECHANDISING
STORE LOCATION, DESIGN AND VISUAL
Retail Management
Third Semester
December 2014/January 2015
M.B.A. Degree Examination
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Examine the steps involved in the selection of a Store Location.

10. What do you mean by Market Area Analysis? What are the important factors under Market Area Analysis to be taken care of?


12. Examine the procedure for selecting the specific site.

13. Examine different fixture types.

14. Discuss about merchandise presentation techniques.

15. Discuss the factors influencing mall establishments.

16. Examine Store Accounting and Coding System.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Problems in Handling Complaints

Pioneer Electronics Store, one of the leading electronic stores in Hyderabad sells batteries, all shapes and sizes, all voltages and prices. One particular battery sells for Rs. 300 for a package of three. Mohit a salesperson at Pioneer electronic store sold a package of these batteries to a customer on Monday this week. He paid cash for them and left the store, headed for home. The next day, on Tuesday morning, the customer returned to the store, having battery packet in hand, and told Rohan (different salesperson as Mohit it was on leave) that he had purchased these batteries the day before, and they are not working. Rohan tested the batteries and found the batteries really dead.

Customer started shouting ‘you wasted my time’, ‘you are fraud’, and so on. It put Rohan in trouble. He was dancing between horns of dilemma. In the last five years at Pioneer store, he never heard of such complaint. But he was quite because the batteries looked like new. How do we resolve such customer complaint? To begin with there is no way to determine that the batteries that the customer has in hand is indeed the batteries he bought last day. Since most batteries show no external sign of wear, for all practical purpose they may all have