PVP24

Code No: **24BA4T4MB**

II MBA - II Semester - Regular Examinations – JUNE 2026

RETAIL MANAGEMENT

Duration: 3 Hours Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.
2. Part-A contains 5 essay questions with an internal choice from each unit. Each Question carries 12 marks.
3. Part-B contains one Case Study for 10 Marks.
4. All parts of Question paper must be answered in one place

BL – Blooms Level CO – Course Outcome

PART - A

			BL	CO	Max. Marks
		UNIT – I			
1.	a)	Evaluate the impact of organized retailing on India's economic and retail development.	L3	CO1	6 M
	b)	Discuss the special characteristics of retailing services and how they differ from other businesses.	L2	CO1	6 M
		OR			
2.	a)	Explain the major legislations governing retailing activities in India.	L2	CO1	6 M
	b)	Explain the concept of multi-channel retailing and discuss how it benefits modern retailers.	L2	CO1	6 M
		UNIT – II			
3.	a)	Discuss the strategies used by retailers to build and maintain sustainable competitive advantage in modern days.	L3	CO2	6 M

	b)	Examine the impact of retail format on the performance and growth of retail businesses.	L2	CO2	6 M
OR					
4.	a)	Explain how retailers select an appropriate retail format to attract their target market.	L2	CO2	6 M
	b)	Analyze the importance of the strategic retail planning process and describe its key stages.	L4	CO2	6 M
UNIT-III					
5.	a)	Explain the different types of retail locations and their advantages for retailers.	L2	CO3	6 M
	b)	Analyze how emerging urban development creates new location opportunities for retailers.	L3	CO3	6 M
OR					
6.	a)	Evaluate the role of site analysis in retail location decision-making.	L3	CO3	6 M
	b)	Explain how technological tools and data analysis help retailers identify location opportunities.	L2	CO3	6 M
UNIT – IV					
7.	a)	Analyze the importance of store layout and design in enhancing customer shopping experience.	L4	CO4	6 M

	b)	Assess how visual merchandising strategies help retailers attract and retain customers.	L2	CO4	6 M
OR					
8.	a)	Evaluate the impact of digital technologies on modern retail store management.	L3	CO4	6 M
	b)	Discuss how retailers use inventory control and assortment planning to enhance business performance.	L2	CO4	6 M
<u>UNIT – V</u>					
9.	a)	Explain how branding private labels can strengthen customer trust and retail competitiveness.	L2	CO5	6 M
	b)	Analyze how retailers use category management to improve product visibility and sales.	L4	CO5	6 M
OR					
10.	a)	Examine the role of pricing strategies in increasing retail customer traffic and sales performance.	L3	CO5	6 M
	b)	Explain how retailers use promotional strategies to compete in a highly competitive market.	L2	CO5	6 M

PART – B

	CASE STUDY	L3	CO3	10 M
11.	Fresh Cart is a rapidly growing organized retail chain in India with 35 supermarkets across Tier-1 and Tier-2 cities. The company traditionally operated through large physical stores located in shopping complexes and residential areas, offering groceries, fresh produce, and daily household essentials. In recent years, Fresh Cart noticed a shift in consumer shopping behavior, with many customers preferring online grocery platforms and quick commerce services that deliver products within minutes. As a result, Fresh Cart experienced declining in-store sales and reduced customer visits. To address this challenge, Fresh Cart adopted an omnichannel retail strategy. The company launched an online ordering platform and mobile application that allows customers to order groceries and choose either home delivery or store pickup. To compete with quick commerce players, Fresh Cart also established micro-fulfillment centers near high-density residential areas to ensure faster delivery. Additionally, Fresh Cart implemented data analytics and AI technologies to understand customer preferences. The system analyzes past purchases to recommend products, provide personalized discounts, and design targeted promotional campaigns. Inside stores, Fresh Cart introduced digital kiosks for self-checkout and smart inventory systems to monitor product availability in real time. Through these initiatives, Fresh Cart aims to enhance customer experience, improve operational efficiency, and strengthen its competitive position in the retail market. Questions i. Analyze how the adoption of an omnichannel retail strategy can help Fresh Cart compete with quick commerce platforms. ii. Evaluate the role of AI-based personalization in improving customer experience and retail performance at Fresh Cart. Assess how micro-fulfillment centers and digital technologies can enhance operational efficiency in Fresh Cart stores.			

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SCHEME OF VALUATION

PART - A

			BL	CO	Max. Marks
UNIT - I					
1	a)	Evaluate the impact of organized retailing on economic India's development. and retail development.	L3	CO1	6M
	b)	Discuss the special characteristics of retailing services and how they differ from other businesses.	L2	CO1	6M
OR					
2	a)	Explain the major legislations governing retailing activities in India.	L2	CO1	6M
	b)	Explain the concept of multi-channel retailing and discuss how it benefits modern retailers.	L2	CO1	6M
UNIT – II					
3	a)	Discuss the strategies used by retailers to build and maintain sustainable competitive advantage in modern days.	L3	CO2	6M
	b)	Examine the impact of retail format on the performance and growth of retail businesses.	L2	CO2	6M
OR					
4	a)	Explain how retailers select an appropriate retail format to attract their target market.	L2	CO2	6M
	b)	Analyze the importance of the strategic retail planning process and describe its key stages.	L4	CO2	6M
UNIT – III					
5	a)	Explain the different types of retail locations and their advantages for retailers.	L2	CO3	6M
	b)	Analyze how emerging development creates opportunities for retailers. urban L3 new location	L3	CO3	6M
OR					
6	a)	Evaluate the role of site analysis in retail L3 location decision-making.	L3	CO3	6M
	b)	Explain how technological tools and data analysis help retailers identify location opportunities.	L2	CO3	6M

UNIT – IV					
7	a)	Analyze the importance of store layout and design in enhancing customer shopping experience.	L4	CO4	6M
	b)	Assess how visual merchandising strategies help retailers attract and retain customers.	L2	CO4	6M
OR					
8	a)	Evaluate the impact of digital technologies on modern retail store management.	L3	CO4	6M
	b)	Discuss how retailers use inventory control and assortment planning to enhance business performance.	L2	CO4	6M
UNIT – V					
9	a)	Explain how branding private labels can strengthen customer trust and retail competitiveness.	L2	CO5	6M
	b)	Analyze how retailers use category management to improve product visibility and sales.	L4	CO5	6M
OR					
10	a)	Examine the role of pricing strategies in increasing retail customer traffic and sales performance.	L3	CO5	6M
	b)	Explain how retailers use promotional strategies to compete in a highly competitive market.	L2	CO5	6M

PART – B

For presentation of the case — 4 Marks

Analytical ability of the case by answering to the questions (Discretion of the examiner) — 6 Marks

DETAILED SCHEME OF VALUATION

UNIT - I			
1	a)	**Evaluate the impact of organized retailing on economic India's development. and retail development.** Retailing encompasses the fundamental processes through which consumers acquire specific merchandise for personal consumption from retail establishments. **1. Direct Interaction with the End-Consumer** Retailers maintain immediate engagement with final users, necessitating a comprehensive grasp of localized requirements to facilitate a superior and effective consumer journey. **2. Reduced Average Transaction Value** In contrast to industrial sectors, retail sales involve significantly smaller volumes	6M

		per individual purchase, placing heavy emphasis on recurring patron visits to drive cumulative revenue growth. **3. Utilization of Point-of-Purchase Stimuli** The retail environment relies on sophisticated in-store visual cues, including displays and informational literature, to streamline product discovery and communicate time-sensitive promotional incentives. **4. Strategic Emphasis on CRM and Loyalty** Given the high frequency of personal contact, retailers prioritize exceptional service standards to foster enduring brand affinity and ensure consistent levels of customer satisfaction. **5. Dynamic and Immediate Marketing Focus** Retailing requires a constant orientation toward tactical marketing; firms must persistently implement high-impact, short-duration campaigns to inform the public of offerings that satisfy immediate household demands.	
	b)	**Discuss the special characteristics of retailing services and how they differ from other businesses.** Retailing refers to the various processes that help customers procure desired merchandise from retail stores for their end use. A retailer acts as the intermediary between manufacturers or wholesalers and the final customers, selling goods directly for personal or household use. **1. Direct Contact with the Customer** Retailers interact directly with final buyers, requiring them to deeply understand consumer needs and preferences to provide an effective shopping experience. **2. Lower Average Amount of Sales Transactions** Unlike bulk wholesale businesses, retailers typically process much smaller transaction amounts, so they must focus heavily on building customer loyalty to drive repeat sales. **3. Point-of-Purchase Displays and Promotions** Retailers rely heavily on attractive in-store displays, signs, and brochures so that customers can easily locate products and see immediate promotional offers. **4. Building Customer Relationships** Because of direct interactions, retailers place a heavy emphasis on excellent customer service to foster long-term loyalty and ensure a positive shopping experience. **5. Marketing Orientation** Retailing is intensely focused on direct marketing, requiring strategies and promotions that make customers aware of which products best meet their immediate needs	6M
		OR	

2.	a)	**Explain the major legislations governing retailing activities in India.** The major legislations governing retailing activities in India are: **1. Consumer Protection Act, 2019** This act ensures fair trade practices and protects consumers from deceptive advertising and defective products. It also provides a framework for consumer redressal and dispute resolution. **2. Sale of Goods Act** This law governs the sale and purchase of goods, defining the transfer of ownership between buyer and seller. It outlines implied conditions, warranties, and the remedies available to buyers in case of a breach of contract. **3. Food Safety & Standards Act, 2006** For retailers selling groceries or perishables, this act regulates the production, processing, storage, and sale of food products to ensure consumer health and safety. It requires food businesses to obtain proper licensing and registration. **4. Foreign Direct Investment (FDI) Policy** Regulated by the Department for Promotion of Industry and Internal Trade (DPIIT), this policy dictates foreign investment rules. For instance.	6M
2	b)	**Explain the concept of multi-channel retailing and discuss how it benefits modern retailers.** Multi-channel retailing is a business strategy that provides customers with various choices and sales channels to purchase products from a brand. These channels typically include physical brick-and-mortar stores, e-commerce websites, third-party marketplaces like Amazon, social media platforms, and mobile applications. **1. Better Customer Acquisition and Retention** By leveraging multiple channels, retailers provide a more satisfying and flexible experience, which leads to greater customer loyalty and repeat business. **2. Increased Competitiveness** In a highly competitive retail world, offering a variety of shopping options helps a business stay ahead of the curve and meet evolving consumer demands. **3. Increased Sales and Profitability** Empowering customers to choose exactly how they want to interact and shop with a brand opens up more avenues for purchasing, which directly drives up overall sales. **4. Greater Flexibility for Customers** It allows customers to mix and match their shopping habits, such as researching a product online and then purchasing it in-store (or vice versa),	6M
		UNIT – II	
3	a)	**Discuss the strategies used by retailers to build and maintain sustainable competitive advantage in modern days.** Building a sustainable competitive advantage means developing long-term strategies that allow a retailer to survive against competitors over a long period **1. Customer Loyalty** Retailers establish strong brand trust and implement loyalty programs,	6M

		personalized offers, and special discounts to retain customers (like Amazon Prime's exclusive benefits). **2. Location & Accessibility** Businesses secure high-footfall locations for physical stores while also implementing omnichannel retailing to ensure they are easily accessible both online and offline. **3. Unique Merchandise** Retailers differentiate themselves by offering exclusive, high-quality, or private-label products, and by partnering with designers or influencers for limited-edition collections. **4. Efficient Supply Chain & Distribution** By streamlining logistics and using advanced inventory management or automation, retailers ensure faster deliveries and lower costs, which helps keep their prices competitive. **5. Customer Service & Experience** Retailers train their staff to provide exceptional in-store and online service, offering seamless shopping experiences, expert consultations, and easy return policies. **6. Use of Technology & Data Analytics** Modern retailers leverage Artificial Intelligence (AI), data analytics, and CRM systems for personalized marketing, while also implementing self-checkout and cashless payments. **7. Strong Vendor & Supplier Relationships** By negotiating better deals and maintaining strong ties with reliable, ethical, and sustainable suppliers, retailers ensure consistent product availability at lower costs.	
3	b)	**Examine the impact of retail format on the performance and growth of retail businesses.** A retail format (also known as the retail formula) represents the specific type of marketplace where goods and services are exchanged between the retailer and the customer. **1. Attracting Specific Target Markets** Different formats allow businesses to effectively target specific customer needs and demographics. For example, convenience stores capture shoppers looking for quick daily essentials **2. Influencing Consumer Choice and Traffic** Because the retail format addresses specific shopper expectations, it heavily dictates whether a consumer chooses to visit that store over a competitor. **3. Driving Rapid Business Expansion** Adopting non-store retail formats, such as e-commerce websites or mobile apps, allows retailers to expand their reach beyond physical boundaries. **4. Enhancing the Customer Experience** Large physical formats, like hypermarkets or shopping malls, combine multiple product categories, restaurants, and entertainment under one roof. **5. Optimizing Pricing and Sales Volume** Certain formats are designed purely for operational efficiency and high-volume	6M

		sales.	
		OR	
4	a)	**Explain how retailers select an appropriate retail format to attract their target market.** Retailers select an appropriate retail format to attract their target market by matching the physical or digital store structure to the specific needs, expectations, and characteristics of their chosen customer group. **1. Aligning with Consumer Demographics and Location** Retailers look at geographic and demographic segmentation (like age, income, and region) to choose a format. For example, **2. Matching the Format to Purchase Behaviors** Retailers use behavioral segmentation, such as how often a customer buys and what benefits they seek, to pick a format. If the target market values low prices and bulk buying, **3. Catering to Customer Lifestyles and Preferences** Through psychographic segmentation, retailers evaluate the social class and lifestyle of consumers. **4. Balancing the Breadth and Depth of Product Assortment** The choice of format dictates how products are presented to the target audience. **5. Offering Digital and Flexible Channels for Modern Shoppers** To target tech-savvy, younger generations who prefer shopping on the go, retailers select non-store retail formats like e-commerce websites.	6M
4	b)	**Analyze the importance of the strategic retail planning process and describe its key stages.** Strategic planning in retailing is the process of defining a retailer's long-term goals and direction, and determining the best way to allocate resources to achieve them. **Importance of Strategic Planning** **1. Provides Direction** It gives the retail business a clear, well-defined roadmap for the future. **2. Enhances Competitiveness** It helps retailers stay ahead of the competition by allowing them to anticipate market changes and shifting customer needs. **3. Optimizes Resource Allocation** It ensures that business resources (like money, time, and staff) **4. Improves Decision-Making** It provides managers and owners with a solid framework for making informed, data-driven decisions. **Key Stages of the Strategic Planning Process** 1. Defining the Business Mission and Objectives 2. Market Analysis	6M

		3. Developing Retail Strategies 4. Implementation and Evaluation	
UNIT – III			
5	a)	**Explain the different types of retail locations and their advantages for retailers.** Choosing the right physical location is a critical decision for a retailer because it directly impacts foot traffic, customer accessibility, and overall sales. While retailers often seek high-footfall locations to ensure visibility, they generally choose from a few specific types of physical sites based on their business model. **1. Freestanding (Isolated) Locations** These are stand-alone stores that are not connected to other retailers. **2. City or Town Centers (Central Business Districts)** These locations are in the busy, traditional downtown areas of a city. **3. Shopping Malls and Centers** These are large, managed complexes containing multiple retail stores, restaurants, and entertainment zones under one roof. **4. Strip Malls (Neighborhood Centers)** These are a row of attached stores, usually managed as a single property, with a shared parking lot in front.	6M
5	b)	**Analyze how emerging development creates opportunities for retailers. urban L3 new location** Emerging urban development—such as the expansion of cities into suburban areas, the rise of new residential townships, and major infrastructure projects—drastically changes where people live and commute. **1. Unlocking New Transit Corridors** As new highways, metro lines, and airports are built, previously isolated areas become highly accessible. **2. The Rise of Mixed-Use Developments** Modern urban planning often combines residential housing, office spaces, and retail stores into one "live-work-play" environment. **3. Lower Real Estate Costs in Peripheral Areas** As central city hubs become too expensive and crowded, urban development pushes outward into the city's outer rims. **4. Capturing Rapid Population Growth** New housing projects in emerging localities bring a sudden influx of residents with new disposable income.	6M
OR			
6	a)	**Evaluate the role of site analysis in retail location decision-making.** Site analysis is a critical step in retail location decision-making where a retailer evaluates specific physical sites to determine their potential for business success. **1. Assessing Foot Traffic and Visibility**	6M

		Site analysis measures how many potential customers walk or drive past the location daily. **2. Understanding Local Demographics** It helps the retailer verify if the people living, working, or shopping near the site match their target market. **3. Evaluating the Competition** The process analyzes the presence of direct and indirect competitors in the immediate area. **4. Checking Accessibility and Parking** A great store is useless if customers cannot easily reach it. Site analysis evaluates how accessible the location is via public transportation and highways	
6	b)	**Explain how technological tools and data analysis help retailers identify location opportunities.** Technological tools and data analysis have transformed how retailers choose new store locations by replacing guesswork with accurate, data-driven insights. **1. Geographic Information Systems (GIS)** Retailers use digital mapping software to overlap different layers of information—such as local population density, income levels, and traffic routes **2. Tracking Foot Traffic with Mobile Data** By analyzing anonymous location data from mobile phones, retailers can create digital "heat maps." **3. Analyzing Customer Data (CRM)** Retailers analyze data from their online sales and loyalty programs to see which zip codes or cities have the highest concentration of their current customers. **4. Predictive Analytics and AI** Artificial Intelligence (AI) tools compare historical sales data from successful existing stores with the characteristics of potential new sites.	6M
UNIT – IV			
7	a)	**Analyze the importance of store layout and design in enhancing customer shopping experience.** Store layout and design are crucial elements in retail because they directly impact the overall shopping experience, sales, and customer satisfaction.: **1. Guiding the Flow of Traffic** The design should encourage customers to easily explore the entire store. By strategically placing high-demand products at the back, retailers can guide customers through the whole store, which increases the chance of impulse buys. **2. Creating Logical Zoning** Dividing the store into specific category zones (like men's, women's, or kids') helps customers quickly find exactly what they are looking for while creating a logical flow. **3. Enhancing the Visibility of Key Items** A smart layout ensures that high-demand or promotional products (like new arrivals or sales) are highly visible from the entrance or high-traffic areas to	6M

		instantly grab the customer's attention. **4. Improving Aesthetic Appeal** The strategic use of visual merchandising, colors, and lighting creates an inviting, pleasant atmosphere that reflects the brand and strongly appeals to the target demographic.	
7	b)	**Assess how visual merchandising strategies help retailers attract and retain customers.** Visual merchandising is the practice of creating attractive product displays and using the store's physical environment to shape the customer's perception of the brand. It is a powerful tool used to encourage purchases and create an appealing shopping environment. **1. Encouraging Impulse Buying** Retailers arrange products strategically within the store to catch the shopper's eye, which directly encourages unplanned or impulse purchases. **2. Highlighting Key Products** By effectively using lighting, colors, and dedicated displays, visual merchandising draws immediate attention to key promotional products or new arrivals. **3. Maximizing Sales of High-Margin Items** A core strategy is to place high-demand or highly profitable products exactly at eye level or in high-traffic areas to significantly increase the likelihood of them being purchased. **4. Creating an Inviting Atmosphere** Visual merchandising contributes heavily to the store's overall aesthetic. A well-designed visual presentation creates a pleasant.	6M
		OR	
8	a)	**Evaluate the impact of digital technologies on modern retail store management.** Digital technologies play an increasingly vital role in modern retail store management by automating daily tasks, improving efficiency, and enhancing the overall shopping experience. **1. Efficient Point-of-Sale (POS) Systems** Advanced POS systems process transactions quickly, handle digital payments, and instantly generate daily sales reports. This helps store managers track performance, identify trends, and make informed decisions. **2. Automated Inventory Management** Using software, barcode scanners, and RFID, retailers can automate the tracking of inventory levels in real time. **3. Customer Relationship Management (CRM) & AI** Retailers use CRM platforms and Artificial Intelligence (AI) to manage customer data. By analyzing past purchases, these systems help managers understand **4. Self-Checkout and Mobile Devices** Stores are introducing digital kiosks that provide customers with a self-checkout option to reduce waiting times. **5. Dynamic Digital Signage** Instead of static posters, retailers now use electronic digital signage displays for	6M

		flexible marketing, promotions, and sharing store information, keeping the store environment modern and engaging.	
8	b)	**Discuss how retailers use inventory control and assortment planning to enhance business performance.** Inventory control and assortment planning are essential components of merchandise planning that work together to ensure the right products are available to customers at the right time, place, and quantity, ultimately maximizing profitability and customer satisfaction. **1. Meeting Customer Needs to Drive Sales** Assortment planning focuses on determining the specific products, styles, brands, and price points that will be offered. **2. Preventing Stock-outs and Overstocking** Inventory control involves the day-to-day tracking of stock levels in real-time using POS and inventory software. This ensures the business maintains just enough stock to meet demand without running out of popular items (which loses sales) or holding too much unsold product (which creates unnecessary storage costs). **3. Enhancing Overall Profitability** By continuously monitoring sales performance to identify best-sellers and slow-movers, retailers can select products with favorable profit margins. Effective inventory control also minimizes overstocking, which leads to fewer necessary markdowns (price reductions) to clear out unwanted inventory. **4. Strengthening Brand Image and Differentiation** A carefully curated product assortment plays a crucial role in shaping the retailer's identity in the market. Offering a unique, **5. Optimizing Store Space Planning** Assortment plans directly inform store design by deciding how much valuable shelf space should be allocated to different product categories. Retailers use this data to dedicate the best space to	6M
		UNIT – V	
9	a)	**Explain how branding private labels can strengthen customer trust and retail competitiveness.** Private labels are products that are sold under the retailer's own brand name rather than a manufacturer's brand. **1. Offering Exclusive Merchandise** Retailers use private labels to offer unique, exclusive products that are only available at their specific stores, which immediately differentiates them from competitors. **2. Driving Higher Profitability** Private label brands typically serve as profit-generating categories because they offer much higher profit margins compared to selling standard national brands. **3. Building a Sustainable Competitive Advantage** By developing their own high-quality store brands, retailers create unique business advantages that enable them to survive and thrive against intense market	6M

		competition over a long period of time. **4. Enhancing Customer Loyalty and Trust** When a retailer consistently delivers good quality and strong value through its own brand, customers build direct trust in the retailer itself, which drives repeat visits and long-term loyalty.	
9	b)	**Analyze how retailers use category management to improve product visibility and sales.** Category management is a retail strategy where products that satisfy a similar or related consumer need are managed together as a strategic business unit, rather than focusing on individual items. **1. Optimizing Shelf Space and Planograms** Retailers use this strategy to carefully plan the layout and physical presentation of products on shelves. By developing detailed planograms and placing related products next to each other (optimizing adjacencies), they instantly improve product visibility for the shopper. **2. Curating the Right Assortment** It helps retailers make strategic decisions about the breadth and depth of products offered within a specific group. They can add new popular items, remove underperforming ones, and optimize shelf placement based directly on how consumers make purchase decisions. **3. Assigning Strategic Category Roles** Retailers assign specific roles to product groups to drive sales. For example, they use "Traffic Building" categories (like milk or bread) to draw customers into the store, and "Transaction Building" categories (like snacks near the checkout) to encourage impulse buys and increase basket size. **4. Executing Targeted Promotions** Instead of promoting just one item, retailers plan marketing and promotional activities—such as specific in-store displays or advertising campaigns—for the entire category, which draws more attention to that section of the store.\	6M
		OR	
10	a)	**Examine the role of pricing strategies in increasing retail customer traffic and sales performance.** Pricing strategies play a vital role in retail because finding the optimal price point is a critical process for balancing customer footfall and overall business profitability. Effective pricing not only attracts shoppers but directly drives up overall sales. **1. Attracting Price-Sensitive Customers** By using a competitive pricing strategy—where a retailer matches or beats the prices of local competitors—stores can successfully attract shoppers who are highly focused on getting the best deal, immediately increasing foot traffic. **2. Creating a Perception of Value** Retailers frequently use psychological pricing, such as pricing an item at ₹ 999 instead of ₹ 1000, to make the cost appear lower to the buyer and encourage a quicker purchase decision.	6M

		3. Boosting Quick Sales and Clearing Inventory Implementing direct price promotions like "Buy One, Get One Free" (BOGO), flash sales, or flat percentage discounts (like 20% off) creates a sense of value that boosts immediate short-term sales and helps clear out old or excess inventory. **4. Driving Store Visits with Coupons** Offering physical or digital coupons and discount vouchers provides a strong, direct financial incentive that attracts shoppers and significantly increases physical store visits.	
10	b)	**Explain how retailers use promotional strategies to compete in a highly competitive market.** Retail promotional strategies are campaigns used to inform, persuade, and remind customers about a store's products and overall brand. In a crowded marketplace, these tactics are crucial for a retailer to stand out, attract new shoppers, and build long-term loyalty. Retailers use promotional strategies to compete in the following simple ways: **1. Offering Price Discounts and Sales** Retailers use flash sales, "Buy One Get One" (BOGO) deals, and percentage discounts to immediately boost quick sales, clear out old inventory, and capture price-sensitive shoppers who might otherwise go to a competitor. **2. Implementing Loyalty Programs** By offering points-based rewards and exclusive member discounts, retailers build a strong relationship that retains their existing customer base and actively encourages repeat shopping. **3. Using Social Media and Digital Marketing** Stores run online campaigns, Instagram giveaways, and send personalized email or SMS deals to reach a much larger audience, build brand awareness, and constantly drive traffic back to their website or physical store. **4. Creating In-Store Promotions and Events** Retailers use product samples, eye-catching displays, and host in-store events (like contests or product launches) to create buzz, increase store footfall, and encourage impulse purchases. **5. Distributing Coupons and Vouchers** By handing out physical or digital coupons, retailers provide a direct incentive that attracts bargain-hunting customers and successfully increases the number of store visits. **6. Bundling and Combo Offers** By grouping related products together for a lower combined price, retailers offer a better perceived value than their rivals, which effectively increases the average amount a customer spends per transaction.	6M

PART – B

11.	**CASE STUDY**	**L3**	**CO3**	**10M**
For presentation of the case Analytical ability of the case by answering to the questions (Discretion of the examiner)				4 Marks 6 Marks