

23/3/2013

Preliminary sem VI March 2013

RETAIL MANAGEMENT
TYBMS

Time: 2 hour

Marks: 60

Note: 1 Section I is compulsory carrying two question of 15 marks each
2 Attempt any three questions in section II

SECTION I

- Q1 Explain the following concept 15
- a) Multi-channel retailing
 - b) Department services
 - c) Grid layout
 - d) Responsibility of store manager
 - e) Coupons

- Q2 Case study 15

Pizza hut made its foray in India in 1996 and operates in all three segments i.e. dine-in, delivery and carry out. Restaurants international is the parent company which owns pizza hut. In India it has given franchisee rights to four companies. The franchisee, based on their understanding of the local market provides the necessary resources for operating the outlet. Pizza hut provides the necessary staff training, marketing support and pizza expertise. The investment towards each outlet works out as Rs 1.5 crore for dine-in outlets, while considerably it is low for delivery outlets. Till mid 2004, pizza hut had 73 outlets across 19 cities with intentions to scale it up to 100 by the near end. According to sandeep kohli, MD, for Indian subcontinent, pizza hut has been growing at over 40 percent every year for the past three years.

In India, Pizza Hut has positioned itself with an international brand with an Indian heart. It has changed its menu to suit local tastes. They spiced up their pizzas and added toppings such as barbecue chicken and roasted cottage cheese after observing their customers. Apart from pizzas, its menu also features appetizers like garlic bread, soups, fresh salads, over backed pastas and choice of ice cream sundaes. Pizza Hut has opened exclusive vegetarian dine-ins in Mumbai, Ahmadabad and Surat to cater to the communities. An important addition to their menu is the