



ICM

JUNE 2016

THE RETAIL ENVIRONMENT

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
1. Comment upon the current trend for low-end retailers in both food and clothing to gain market share. Is it, in your opinion, a trend that is likely to continue? Justify your opinions. [20]
 2. 'The day of the shopping mall is finished. People are returning to the High Street for the personal touch.' Make an argument either for or against this statement. [20]
 3. 'Bricks are losing out to clicks.' Discuss the view that the retail site is being made redundant by Internet shopping. [20]
 4. Marketers stress that a successful international company must 'act global but think local'. Use this phrase to critically assess the international operations of a retailer of your choice. [20]
 5. What are the best survival strategies for the independent retailer in the age of the mass market? Give examples from at least TWO retail sectors. [20]
 6. As a furniture retailer considering a move into different locations, consider arguments for and against moving into out of town retail sites. [20]
 7. Is the 'wheel of retail' theory still a valid concept? Justify your viewpoint. [20]
 8. The British clothing retailer BHS ceased UK trading due, it was said, to 'being caught in the middle between high end and economy clothing chains'. How, in your view, can retailers avoid finding themselves in such a position? [20]