



ICM

MARCH 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 []
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1. What, in your view, are the greatest challenges currently facing the general department store retailer? How should such retailers best face those challenges? [20]
 2. 'Out-of-town retail developments no longer have a future.' Give reasons for and against such a statement. [20]
 3. Discuss the advantages and disadvantages of the shopping mall as a retail location. [20]
 4. What is the future for 'big box' retail? [20]
 5. Compare and contrast an upmarket retailer such as Harrods with a budget operation such as Primark (or other such retailers of your choice). What do you consider to be the key to EACH retailer's success? [20]
 6. How can the independent retailer still survive on the high street? Explain your argument with examples. [20]
 7. Discuss the view that all retail operations, regardless of size or location, must eventually embrace the Internet. [20]
 8. 'The only constant in life is change.' How far does this statement apply to retail? [20]