



PG – 578

IV Semester M.B.A. (Day) Degree Examination, June / July 2010
(2007-08 Scheme)

M-5 : RETAILING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following : (6×2=12)

- a) What is PEST analyses ?
- b) What is CRM ?
- c) Define E-tailing.
- d) What do you mean by store layout ?
- e) What is retail strategy ?
- f) Define direct selling.
- g) Define Merchandise budget.
- h) List the function of retailer.

SECTION – B

Answer **any three** of the following questions : (3×8=24)

2. Discuss the types of retail communication.
3. Discuss the economic significance of retailing.
4. Explain types of buying decisions.
5. Explain the consumer buying process.
6. Discuss the Assortment planning process in retail.

P.T.O.



SECTION – C

Answer **any two** of the following questions :

(2×12=24)

7. Briefly discuss the classification of retail stores that are operational in India, giving one example of each.
8. Write short notes on (any two) :
 - a) Sell through analysis
 - b) ABC analysis
 - c) Parties five faces.
9. Explain the process and importance of Merchandise planning in Merchandise Management.

SECTION – D

(Compulsory)

10. Read the following **Case Study** and answer the questions that follow: (1×15=15)

Retail profitability is steadily moving away from commodities to customers. This trend will define tomorrow's businesses in a way that will fundamentally change the apparel business. Successful apparel businesses will no longer be ones that generate large footfalls, have good service and great merchandising these features will be industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all the customer.

Fashion houses and retailers will be able to build a two way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year-round sales or special others.

But tomorrow's customer-driven economy will necessitate differentiating your business from everybody else. In a fundamentally unique way. First, as stores of organized retailers become increasingly similar, consumers feel a greater need for

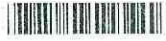


social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solutions tailored to meet individual needs and desires.

The Indian apparel market is no longer a mass market that a company can serve in a standard way. This will increasingly get even more fragmented with customers demanding that they be treated as individuals and provided with the appropriate assistance, before a sale, during a sale and afterwards this trend has repercussions for all areas of the marketing mix of retail companies - whether this be individual offers, customized configuration of products, or specific help services and support after purchase finally, at a time when retailing is getting more competitive, retailers have to use new analysis methods, such as data mining, to exploit the advantage offered by precise evaluations of consumer behaviour. New technologies will be used to regain the knowledge about the customers that will get lost in the tremendous expansions of local, regional, national retailer groups. In the final analysis, retailers will aim to win the long-term company loyalty of those customers they know, and to use their knowledge of these customers interests to further improve the company's relationship with them.

To move towards this path most people in the ultra-competitive apparel and fashion industry need your help to answer the following questions -

- a) Who are the customers ?
 - b) What are their requirements ?
 - c) How can fashion retailers offer satisfaction ?
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PG – 016

IV Semester M.B.A. Degree Examination, June 2011
(2007– 08 Scheme)
MANAGEMENT
M-5 : Retailing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following. Each question carries **two** marks. (6×2=12)

1. a) Give the meaning of General Merchandize Retailing.
- b) What is high involvement buying ?
- c) Define adequate service.
- d) Name the important forms of retail format.
- e) What is Assortment planning ?
- f) What is a retailer brand ? Give examples.
- g) What are Customer Loyalty Programmes ?
- h) Name the types of Non-store retailers.
- i) What is meant by agricultural marketing ?

SECTION – B

Answer **any three** of the following questions. Each carries **eight** marks. (3×8=24)

2. Explain the important features of modern organized retailers.
3. Explain the customer management strategies in retail marketing.

P.T.O.



4. Discuss the GAPS model for improving retail service quality.
5. Explain the various considerations in devising a merchandize plan.
6. Explain the steps involved in planning a retail promotional strategy.

SECTION – C

Answer **any two** of the following questions. **Each** carries **twelve** marks. (2×12=24)

7. Discuss the characteristics of retail customers of an organized retailing. Also, profile the Indian retail consumers.
8. With the help of an example of organized retailer, explain the retail marketing strategies of a retailer in India.
9. Explain the role of Strategic planning as a tool for building competitive advantage in modern retailing.

SECTION – D

(Compulsory)

10. Read the following case and answer the questions given below. 15

Even though some small retailers and many mid-sized chains have been forced out of business by successful big-box chains (such as Wal-Mart and Best Buy) and Web retailers (such as Amazon), many small retailers have survived and even thrived. According to an analyst at one consulting firm, “We see Wal-Mart around for generations to come. But we’re seeing on a daily basis a shift in consciousness that there are other choices, that it’s not always about the lowest price.” In a recent survey of shoppers, 45 percent of respondents said they would pay more for products if they could shop in a nicer environment.



Adds the president of another consulting firm, “Wal-Mart’s influence over shoppers has peaked. May be consumers need to go to big-box retailers to buy toilet paper, cat food, and such everyday items. But shopping is about more than necessities. More consumers today look for products and experiences that are more unique, more stylish, and more sensory than what Wal-Mart has.”

One indication that smaller stores are economically viable is the recent growth of specialty stores in several industries. In 2000, 8 percent of survey respondents stated that they made clothing purchases a specialty stores. By 2005, that percentage grew to more than 21 percent.

Let’s look at the strategies used by successful small and mid-sized chains. They :

- Use a niche strategy that Wal-Mart cannot copy. Jim Baum, author of *Challenges of the Future: The Rebirth of the Small Independent Retailer in America*, found that the his hometown’s best retailers included a fabric store that sells crafts and quilting and gift shops with specialty items. And although 30 percent of all toy dollars go to Wal-Mart, smaller toy stores with unique goods and merchandising strategies can still successfully attract shoppers.
- Offer personalization and customization opportunities. American Girl (www.americangirl.com) and Build-A-Bear Workshop (www.buildabear.com) are among the most successful toy retailers due to their offering customized products. Build-A-Bear lets shoppers choose an animal “skin.” Watch as it is filled and then dressed, and lets the shopper sign its birth certificate. “Shopping will be more fun if there are more interactive places like Build-A-Bear Workshop,” says the firm’s “chief executive bear.”
- Offer products that discounters do not stock. Many retailers have developed partnerships with leading designers. For example, H & M (www.hm.com), a Swedish clothing chain, sells a line of clothing designed by Karl Lagerfeld. Bath & Body Works ([www.bbww.com](http://www bbw.com)) sells a \$25 Henri Bendel scented candle. Whole foods (www.wholefoods.com) is very successful selling organic products and ready-to-heat specially items that traditional groceries do not stock.



- Develop and implement a multi-channel strategy. According to a consultant with Kurt Salmon Associates, retailers with store, catalog, and Web operations have significant advantages over single channel-based retailers. To properly implement a multi-channel-based retailers. To properly implement a multi-channel strategy, some retailers are hiring fulfillment specialists to overcome picking and shipping concerns. Others are using software to reduce downloading time and to facilitate the overall online buying experience.

Questions :

- 1) Discuss the competitive advantages of smaller retail chains as contrasted with large retail chains.
- 2) What factors could explain the increased popularity of speciality stores in many sectors of retailing ?
- 3) Describe the pros and cons of a smaller retailer's pursuit of a niche strategy.



IV Semester M.B.A. Degree Examination, June/July 2012
(2007-08 Scheme)
MANAGEMENT
M – 5 : Retailing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six, each** question carries **two** marks. **(2x6=12)**
- a) List the functions performed by Retailers.
 - b) Define Retailing.
 - c) What is Extended Problem Solving ?
 - d) Define Atmospheric.
 - e) What is E-Tailing ?
 - f) What is super market ?
 - g) What is the Index of retail saturation ?
 - h) What do you mean by stock keeping unit ?

SECTION – B

Answer **any three** of the following questions. **(8x3=24)**

- 2. What are the factors which affect the buying behaviour of a retail shopper ?
- 3. Explain the following terms with examples :
 - a) Width of Assortment
 - b) Depth of Assortment
 - c) Model stock plan
 - d) Fad Merchandise.

P.T.O.



4. Explain briefly the positive and negative aspects of FDI in retail sector.//
5. What are the methods that can be used to evaluate the performance of vendors / suppliers by a buyer ?
6. Write short notes (with Indian examples) :
 - a) Hyper Market
 - b) Cash and carry.

SECTION - C

Answer any two of the following : (2×12=24)

7. What is merchandising ? Explain the process of merchandise planning with example.
8. Explain briefly the elements of store design. Discuss the layout that would be suitable for a supermarket and a department store.
9. What is consumer buying process ? Does this process vary for convenience products and for high priced, high involvement products ?

SECTION - D

Case Study : (1×15=15)

10. Ruth Diamond, President of Diamond Furriers, was concerned that sales in her store appeared to have flattened out and was considering establishing a different method of compensating her salespeople.

Diamond was located in an affluent suburb of Nashville, Tennessee. Ruth's father had founded the company 40 years earlier, and she had grown up working in the business. After his retirement in 1980, she moved the store into an upscale shopping mall not far from its previous location, and sales had boomed almost immediately, rising to just over \$1 million in five years. However, once it had reached that sales volume, it remained there for the next three years, making Ruth wonder whether her salespeople had sufficient incentive to sell more aggressively.



Diamond's staff was all women, ranging in age from 27 to 58. There were four full-timers and four part-timers (20 hours a week), all of whom had at least three years of experience in the store. All of them were paid at the same hourly rate, which was \$10 ; there was also a liberal health benefit plan. Employee morale was excellent, and the entire staff displayed strong personal loyalty to Mrs. Diamond.

The store was open 78 hours a week, which meant that there was nearly always a minimum staff of three on the floor, rising to six at peak periods. Diamond's merchandise consisted exclusively of fur coats and jackets, ranging in price from \$750 to more than \$5,000. The average unit sale was about \$2,000. Full-timers' annual sales averaged about \$160,000, and the part-timers' were a little over half of that.

Mrs. Diamond's concern about sales transcended her appreciation for her people's loyalty. She had asked them, for example, to maintain customer files and call their customers when the new styles came in. While some of them had been more diligent about this than others, none of them appeared to want to be especially aggressive about promoting sales.

So she began to investigate commission systems and discussed them with some of her contacts in the trade. All suggested lowering the salespeople's base pay and installing either a fixed or a variable commission rate system.

One idea was to lower the base hourly rate from \$10 to \$7 and let them make up the difference through a 4 percent commission on all sales, to be paid monthly. Such an arrangement would allow them all to earn the same as they currently did.

However, she realized that such a system would provide no incentive to sell the higher-priced furs, which she recognized might be a way to improve overall sales. So she considered offering to pay 3 percent on items priced below \$2,000 and 5 percent on all those above.

Either of these systems would require considerable extra bookkeeping. Returns would have to be deducted from commissions. And she was also concerned that disputes might arise among her people from time to time over who had



actually made the sale. So she conceived of a third alternative, which was to leave the hourly rates the same but pay a flat bonus of 4 percent of all sales over \$1 million, and divide it among the people on the basis of the proportion of hours each had actually worked. This "commission" would be paid annually, in the form of a Christmas bonus.

Discussion questions :

- 1) What are the advantages and disadvantages of the various alternatives Ruth Diamond is considering ?
- 2) Do you have any other suggestions for improving the store's sales ?
- 3) What would you recommend ? Why ?



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IV Semester M.B.A. (Day) Degree Examination, June/July 2013
(2007 – 08 Scheme)

MANAGEMENT

M-5 : Retail Marketing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following. **Each** question carries **2** marks. (6x2=12)

1. a) Define E-tailing.
- b) Distinguish between personal selling and direct marketing.
- c) What is retail strategy ?
- d) What is open to buy ?
- e) What is frequent shopper loyalty programme ?
- f) Define Assortment.
- g) Define Atmospheric.
- h) What is GAPs model ?

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. (3x8=24)

2. Define Retailing. 'The retailer provides real benefits, by getting close to potential customers'. Comment.
3. Discuss the retail industry in India with respect to Organized and Unorganized sectors.
4. Discuss the factors that need to be considered while selecting an appropriate retail location.
5. Briefly explain the role of Retail communication.
6. Briefly explain the concept and role of visual merchandising in retailing.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **12** marks. (2x12=24)

7. Explain the process of Merchandise planning, with an apt. example.
8. Discuss the bases of building sustainable Competitive Advantage in Retailing.
9. Discuss the major challenges faced by the retailers in India.

P.T.O.



SECTION – D

10. Case study (Compulsory) :

(1×15=15)

The concept for eBay was born during a conversation between Pierre Omidyar and his wife, an avid Pez collector. (She currently has a collection of more than 400 dispensers). She commented to Pierre how great it would be if she were able to collect Pez dispensers and interact with other collectors over the Internet. As an early Internet enthusiast, Pierre felt that many people like his wife needed a place to buy and sell unique items and meet other users with similar interests. He started eBay in 1995 to fulfill this need.

Luckily for Pierre Omidyar, he was living in Silicon Valley when he got the idea for eBay. If Omidyar's family had been living in France, his idea never would have gotten off the ground. It's not a lack of venture capital or Internet audience in France that would have stopped him; it was the law at that time. Under French regulations, only a few certified auctioneers are allowed to operate, so eBay could not have been opened for business in its founder's homeland back in 1995. Ten years later, eBay operated auctions in Argentina, Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Ireland, Italy, Korea, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Poland, Singapore, Spain, Sweden, Switzerland, Taiwan, and the United Kingdom.

Offering to Customers :

Most retailers follow the business-to-consumer sales model. eBay pioneered online person-to-person trading, also known as the consumer-to-consumer sales model, by developing a Web-based community in which buyers and sellers are brought together. Initially, most of the items auctioned were collectibles such as antiques, coins, stamps, and memorabilia.

Many of the sellers on eBay are small entrepreneurial businesses that use the site as a sales channel. By 2003, most of the merchandise available on eBay had shifted from collectibles to practical items, such as power drills and computers. Now big businesses such as Disney and Sun Microsystems have discovered eBay. Retailers, manufacturers, and liquidators are using the site to unload returned merchandise, refurbished merchandise, and used products.

The eBay service permits sellers to list items for sale and enables buyers to bid on items of interest. All eBay users can browse through listed items in a fully automated, topically arranged, intuitive, and easy-to-use online service that is available 24 hours a day, seven days a week. However, even with automated bidding features, participating in an online auction requires more effort than buying fixed-price goods, and once the auction is over, most buyers have to send a check or money order and then get the merchandise up to two weeks later. Buyers have the option to purchase items in an auction-style format or at a fixed price through a feature called Buy It Now.



More than 500 million items are listed for sale each year. From Civil War to Star Wars items, from Beanie Babies to fine antiques, chances are that you'll find it among eBay's 45,000 categories of merchandise from 254,000 online sellers. "If you can't sell it on eBay, you might as well open up the window and throw it out in the back-yard because it ain't worth a damn," says Bob Watts, an antique dealer in Fairfield, Virginia. The Web site has over 135 million registered users worldwide.

People spend more time on eBay than any other online site, making it the most popular shopping destination on the Internet. Users often refer to eBay as a community – a group of people with similar interests. For example, Dr. Michael Levitt by day is a distinguished medical researcher at the Minneapolis Veterans Medical Center, but by night, he is an eBay warrior. Levitt is a collector of antique California Perfume Company bottles. Every night he logs on to eBay to see if anything new is being offered. He has purchased hundreds of bottles through eBay simply because it's the most convenient way to connect with sellers.

The Web site requires that all new sellers have a credit card on file, insurance, authentication, and escrow accounts. Buyers and sellers can check the "reputation" of anyone using eBay. A Feedback Forum is provided, through which eBay users can leave comments about their buying and selling experiences. If you're a bidder, you can check your seller's Feedback Profile before you place a bid to learn about the seller's reputation with previous buyers. If you're a seller, you can do the same with your bidders.

Business Model

Unlike most e-commerce companies, eBay has been profitable from the very beginning. Exhibit I contains net revenues, net income, employees, and net profit margin figures from 2000 to 2005. Most of the company's revenues come from fees and commissions (between 1.25 and 5.0 percent of the sale price) associated with online and traditional offline auction services. Online revenues come from placement and success fees paid by sellers; eBay does not charge fees to buyers. Sellers pay a nominal placement fee, and by paying additional fees, they can have items featured in various ways. Sellers also pay a success fee based on the final purchase price. Online advertising on eBay has not made significant contributions to net revenues, and no significant revenue from advertising is expected in the near future. Additional revenues come from auction-related services, including bidder registration fees and appraisal and authentication.

Its online business model is significantly different from electronic retailers. Because individual sellers, rather than eBay, sell the items listed, the company has no procurement, carrying, or shipping costs and no inventory risk. The company's expenses are just personnel, advertising and promotion, and depreciation on the site's hardware and software.

**Competition :**

Due to the popularity of auctions with consumers, a number of e-businesses have entered the market. Some competing Internet auctions offering a broad range of products are Amazon.com, Yahoo!, uBid, and Overstock.com. In addition to these multicategory sites, there are vertical auction sites specializing in a single category of merchandise such as stamps or baseball cards.

Perhaps the most significant competitor is Amazon.com, which launched an auction site in 1999. Amazon has a well-known and highly regarded brand name and substantial traffic on its Web site. (Amazon is the most widely known e-business, with eBay ranking third in brand awareness). When Amazon launched its auction site, it offered some unique benefits to customers, including a no-deductible, non-haggle, no third-party money-back guarantee for purchases up to \$250 and a feature called Going, Going, Gone that extends the auction for 10 minutes if a bid is made in the last 10 minutes before closing. On eBay, it is common for items to be picked off in the closing minutes by vigilant consumers who make the last bid.

Amazon is known for the usability of its site. In response to Amazon's entry, eBay took steps to make buying and selling easier. It now offers a Personal Shopper program that searches out specified products and My eBay, which gives user information about current eBay activities, including bidding, selling, account balances, favorite categories, and recent feedback.

Finally, some Internet businesses have arisen that simply search and display summary information from many auction sites to enable comparison shopping. However, eBay sued one such site and has used technology to block access of another site to prevent them from gathering and displaying eBay auction data.

Questions :

- 1) What are the advantages and disadvantages from the buyer's and seller's perspectives of purchasing merchandise through Internet auctions like eBay ?
- 2) Will a significant amount of retail sales be made through Internet auctions like eBay in the future ? Why or why not ?
- 3) What are eBay's competitive advantages ? Will it be able to withstand the competition from other auction sites like Yahoo! and Amazon's auctions ?



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IV Semester M.B.A. Degree Examination, July/August 2014
(2007-08 Scheme)
Management
M-5 : RETAIL MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

1. Answer any six of the following questions. Each question carries two marks.
(6×2=12)
- a) Define retail strategy.
 - b) What is open to buy ?
 - c) What is GMROI ?
 - d) Define assortment.
 - e) What is FAD ?
 - f) What is shrinkage in retailing ?
 - g) What is planned mark up ?
 - h) What is private label ?

SECTION – B

Answer any three of the following questions. Each question carries eight marks.
(3×8=24)

- 2. How can strategic planning help to build a competitive advantage ?
- 3. Briefly explain store based retail format with suitable Indian examples.
- 4. Compare and contrast the retail mixes of convenience stores, traditional super market, supercenters, and warehouse stores. Can all of these food retail institutions be successful over the long run ? How ? Why ?
- 5. Define the key aspects of merchandise planning process.
- 6. Explain the methods that can be used to evaluate the performance of suppliers by a retailer.

P.T.O.



SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks.

(12x2=24)

7. Many experts believe that customer service is one of retailing's most important issues. How can retailers that emphasize price (e.g., discount stores, category specialists, off-price retailers) improve customer service without increasing cost and, thus, prices ?
8. What is involved in the consumer behaviour model ? Explain the key stages in the consumer buying process.
9. Define visual merchandising. Discuss the role of atmospherics in store design.

SECTION – D

10. **Compulsory** question. The question carries **fifteen** marks.

(1x15=15)

FUTURE GROUP AND CAPITAL FOODS

Capital Foods is based in Mumbai and it has revolutionized the ready-to-eat and snack food sector in India. The company is in the business of manufacturing international foods for the global populace. Capital Foods has got manufacturing facilities in Nasik in Maharashtra and in Kandla and Vapi in Gujarat. The company produces food items – from idlis to dhoklas, from paavs to puffs, from noodles to nuggets and from jelly to jams. The variety of foods it produces is huge and the company is a private label supplier to many large international retailers like Tesco and Target and to the Future Group in India. Its own brands like Ching's Secret and Smith and Jones are very popular in the Indian markets as well. As part of the company's private label offering, Capital Foods manufactures authentic food ingredients for a variety of ethnic cuisines such as Chinese, Thai, Italian, Indian and European. It manufactures processed foods for some of the most popular and well-known brands in the world with dishes that are created by Master Chefs and cooked and packed in India's largest and most sophisticated manufacturing facilities the company possesses. Capital Foods is a major supplier to the Future Group and the majority of the company's stakes are currently owned by Future Ventures, the private equity arm of Future Group. Capital Foods was enjoying the initial handholding as a vendor by the Future Group (that has both Food Bazaar and Big Bazaar outlets) and this relationship has become a long-lasting partnership between both companies. A case example of retailer-vendor strategic partnership, the alliance has forged a win-win relationship between the two organizations.

Questions for discussion

- 1) What are the product strengths of Capital Foods ?
- 2) Discuss the significant factors of sustaining partnership between a retailer and a vendor.

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IV Semester M.B.A. Degree Examination, June/July 2015
(2007-08 Scheme)
MANAGEMENT
M-5 : Retail Marketing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions. **Each** question carries **two** marks. (6×2=12)

1. a) Define Retailing
- b) List the functions of a retailer.
- c) What is retail strategy ?
- d) What is a private label ?
- e) Define atmospherics.
- f) What are Customer Loyalty Programmes ?
- g) What is CRM ?
- h) Define E-tailing.

SECTION – B

Answer **any three** of the following questions. **Each** carries **eight** marks. (3×8=24)

2. What are the factors which affect the buying behaviour of a retail shopper ?
3. Explain the methods that can be used to evaluate the performance of suppliers by a retailer.
4. Discuss the GAPS model for improving retail service quality.
5. Briefly explain the concept and role of visual merchandising in retailing.
6. Discuss the types of retail communication.

P.T.O.



SECTION – C

Answer any two of the following questions. Each carries twelve marks. (2x12=24)

7. Briefly discuss the classification of retail stores giving one example of each.
8. Explain the process of merchandise planning with an appropriate example.
9. Explain the role of strategic planning as a tool for building competitive advantage in modern retailing.

SECTION – D

(Compulsory)

10. Read the following case and answer the questions given below. This is a compulsory question.

15

XYZ Ltd. serves 45 million customers everyday in 28000 restaurants in 120 countries. Interbrand puts a value of \$ 25 billion on XYZ Ltd. brand. Its logo is most widely recognized symbol. XYZ Ltd. came to India five years ago (2010). It has friendly, informal hassle-free ambience and is conducive to fun making for the kids. XYZ Ltd. in its advertising in India targets the Indian father, decision maker in his own right. Its new positioning is that caring dads take the families to XYZ Ltd. to have the great time. It is a welcome and affordable family restaurant committed to values of quality, fun and excitement. It wants to strike an emotional bond with the family. It has the latest food processing technology and supply chain in place. It is aiming to set up a chain of 80 restaurants by 2016. It has currently 30 restaurants most of which are in Mumbai and Delhi and one each in Pune, Jaipur and Mathura. It wants to register its presence in South. By 2020 it wants atleast 100 restaurants. It wants to introduce the consumer to the concept of drive through restaurants. It wants to set up such restaurants on highways, including one on Mumbai-Pune highway. It wants to be price competitive by setting up more outlets. It evaluates Indian food habits and introduces innovative new products. Product launches happen every year, but menu vision is outlined every three years.

Comment on XYZ Ltd. retailing styles.



PG – 958

IV Semester M.B.A. Degree Examination, July 2016
(2007-2008 Scheme)
MANAGEMENT
M – 5 : Retail Marketing Management

Time : 3 Hours

Max. Marks :75

Instruction : Answer questions in all the Sections.

SECTION – A

Answer **any six** questions. **Each** carries **two** marks. (6×2=12)

1. a) What is organised retailing ?
- b) Define the 'service retailing'.
- c) What are the demographic variables for segmenting retail customers ?
- d) What is high involvement buying situation ?
- e) Define customer GAP.
- f) Mention the popular positioning strategies in retailing.
- g) Name the types of retail merchandise.
- h) Name the types of customer loyalty programmes offered by the organised retailers.

SECTION – B

Answer **any three** questions. **Each** carries **eight** marks. (3×8=24)

2. Distinguish between organised and unorganised retailing.
3. What are the scope and functions of a general merchandise retailer ?
4. Explain the steps involved in retail consumer buying decision process.
5. Explain the unique features of popular retail formats.
6. Explain the various types of store layouts used by retailer for Merchandise presentation.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** carries 12 marks.

(2x12=24)

7. Discuss the trends in Indian retailing in the light of FDI.
8. Discuss the utility of GAP's model in designing customer oriented retail services.
9. Discuss the logistics management of retail merchandise in the light of Global sourcing of inventories.

SECTION – D

(Compulsory)

15

10. Assume that, you are a consultant in the area of destination selection and promotion. An MNE, in retailing has approached you to establish its retailing unit in India. The firm seeks your advise in selection of retail location and also promoting the new entrant in Indian market. As a consultant, you advise the MNE, for selecting few Indian cities; you feel these are test cities to launch and also suggest suitable media and media vehicle for promoting new firm in India.
-