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Total Number of Pages: 3

MBA
15MNG402A

4TH SEMESTER REGULAR EXAMINATION, 2016-17

RETAIL MARKETING

Branch: MBA

Time: 3 Hours

Max marks: 100

Q.CODE : Z921

Answer Question No.1 and 2 which is compulsory and any four from the rest.

The figures in the right hand margin indicate marks.

Q1 Answer the following questions: **(2 x 10)**

- a)** Location decisions are-----
- a. complex
 - b. simple
 - c. Lackadaisical
 - d. Flexible
- b)** Location and site characteristics should interact in a positive and synergistic way with a store's -----
- a. Interact in synergistic way
 - b. Store's merchandising, operations
 - c. Customer service characteristics
 - d. All of the above
- c)** Free-standing locations have advantage of-----
- a. Other similar stores in vicinity
 - b. No pulling power required
 - c. Need hardly any promotion
 - d. Low property cost
- d)** Examples of Planned Business Districts are-----
- a. Downtown
 - b. Suburban Business District
 - c. Neighborhood Business District
 - d. None of the above
- e)** Atmospherics is the consideration of-----
- a. Physical characteristics of the store
 - b. Does not relate to definite USP
 - c. Increases product search time
 - d. No space management

- f) Exterior Atmospherics deals with-----
 - a. Store front
 - b. Surrounding stores
 - c. Parking lot
 - d. All of the above
- g) A Race track layout -----
 - a. Has many aisles
 - b. Does not encourage impulse buying
 - c. Uses colors
 - d. Offers cumbersome shopping experience
- h) Goods displayed in the store-----
 - a. Show the sincerity intention of the store
 - b. Inform the customers
 - c. Entertain and educate customers
 - d. All of the above
- i) A Planogram helps in-----
 - a. Only organizes display but does not coordinate
 - b. Organizes and coordinates display
 - c. Only coordinates display but does not organize
 - d. None of the above
- j) Retail space management is-----
 - a. Optimum space utilization
 - b. Convenience to customers
 - c. Convenience to employees
 - d. All of the above

Q2

(2x10)

- a) What is vertical transportation?
- b) What is Grid Layout?
- c) How do you explain Retail Branding?
- d) What is understood by Site?
- e) Explain Tertiary Trading Zone.
- f) What is meant by Product Assortment?
- g) What is understood by store foot fall?
- h) What is zoning?
- i) Explain Retail Turnover?
- j) What is Law of Retail Gravitation?

Q3

What is Trading Zone analysis? Explain the trading zone considerations for a sports goods store in between Cuttack and Bhubaneswar. **(15)**

Q4

Explain Visual merchandising. Analyze the visual merchandising aspect of Big Bazaar from customer perspective. **(15)**

- Q5** Analyze Organized Retailing vis-à-vis Unorganized Retailing from the Indian perspective. Which of them has a better future in India? Why? **(15)**
- Q6** Write notes on any THREE: **(15)**
- a. Central Place Theory
 - b. Visual Merchandising
 - c. Free-form Layout
 - d. Product Management
- Q7** Explain Merchandise planning and control with example. **(15)**
- Q8** How is Retail Promotion beneficial to retailing? How is it practiced? Analyze your answer with example(s). **(15)**