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Total number of printed pages – 2

MBA
MGT 406A

Fourth Semester Regular Examination – 2015

RETAIL MANAGEMENT (RM)

BRANCH : MBAR

QUESTION CODE : J 431

Full Marks – 70

Time : 3 Hours

*Answer Question No. 1 which is compulsory and any five from the rest.
The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2 × 10
- (a) What is a Mom and Pop Store ?
 - (b) What is a signage ?
 - (c) What is understood by Retail Branding ?
 - (d) What is understood by stock turn over ?
 - (e) What do you understand by a tertiary trading zone ?
 - (f) What is understood by foot fall ?
 - (g) What does Flea Market mean ?
 - (h) What is GPS ?
 - (i) What is skimming pricing ?
 - (j) What is understood by P-O-P promotion ?

2. Case: 10

Rio Gringo, a Brazilian chain of retail stores, dealing in fashion wear for the upwardly mobile youth in whole of South America, now plans to expand its business in North America and India. Riding on their success, the marketing bigwigs of Rio Gringo took such a dynamic and daring decision. With regard to the North American expansion, the Rio Gringo team was confident and buoyant.

P.T.O.

However, concern for the marketing hunchos at Rio Gringo was evident and showed on their faces when it came to retailing their products in India, as none of them ever had any Indian experience. They were attracted for India because of its humongous market potential and the country's democratic nature. The company looks forward to hire a genuine retail expert from India to help them out in this matter.

You have been hired by Rio Gringo because of your prior experience and depth in retailing practices in India for the purpose.

Assignment:

Get yourself involved in the entire retail planning process and spell out success for Rio gringo.

All the best.

3. Delineate the role of different kinds of store layouts with example. How do they help in retailing ? 10
4. What is understood by Private Branding? Explain the relationship between retail branding and private branding with example ? 10
5. What is Retailing Marketing Mix? Explain it thoroughly by providing suitable examples. 10
6. Explain Retail Life Cycle. Analyze the life cycle of organized retailing in India. 10
7. When a customer moves around In an organized retail store looking for jogging shoes, what buying decision process he goes through? Answer elaborately. 10
8. Write short notes on any **two** : 5 × 2
 - (a) Rating Plan Method
 - (b) Retail Logistics
 - (c) Accordion Theory.