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Total Number of Pages : 02

MBA  
15MNG307A

3<sup>rd</sup> Semester Regular / Back Examination 2018-19

RETAIL MARKETING (RM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E579

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- What is retail equity?
- Differentiate 'hyper market' from 'super market'?
- What is 'employee productivity' in the context of retail industry?
- What do you mean by 'feature areas'?
- What do you mean by 'customer pyramid'?
- What is GMROI?
- What do you mean by 'fixtures' in retail design?
- Can EDLP be possible for service retailing? Justify your answer keeping in view the Indian scenario.
- Give two examples of 'digital signage' of any organized retailer of your city?
- What do you mean by 'fixtures' in retail design?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What is private level? Differentiate private level from manufacturer's brand with appropriate examples? Write the importance of private levels for the retail organizations?
- Deduce a relationship between 'predatory pricing' with 'competitiveness of retailer'? Cite appropriate examples with your answer.
- Compare & contrast the 'shopping centers' with 'power centers' with appropriate examples?
- State some critical human resources issues of retail organizations? How retail employees can be motivated?
- What is the importance of layout for the organized retailers? Explain various types of layouts with figures?
- 'Store loyalty' is more important in retailing than the 'brand loyalty' for any retailers. Why? Explain the buying process in the context of retailing?
- Explain various theories of retail development. Justify, which theory / theories is/are best suit for the online retailing in India?
- Explain, how supply chain management can be effective by collaborating the retailers with vendors?
- Explain different store-based retail formats dealing with general merchandise. Cite separate examples for every format?
- Write short-note on any one of the un-planned retail locations with the advantages & disadvantages?
- Write a short-note on 'space management' in the context of organized retailing?
- What is the importance of buying roles both in the organized un-organized retailing context? Explain various types of buying decisions with appropriate examples?

**Part-III**

**Long Answer Type Questions (Answer Any Two out of Four)**

**Q3** Explain the retail marketing-mix with appropriate examples? Which element of this marketing-mix need to be emphasized by the Indian retail chains to compete with multinational retail chains in India? **(16)**

**Q4** What do you mean by merchandise planning? Explain step-by-step procedure of merchandise planning keeping in view the Indian retailers in tier-II cities of India. **(16)**

**Q5** What are the objectives of pricing decisions of organized retailers? Explain various pricing strategies with appropriate examples? **(16)**

**Q6** How relationship marketing is different from transactional marketing? Explain the importance of relationship marketing of organized retailers in comparison to un-organized retailers? Can technology substitute the relationship marketing? Justify your answer with Indian cases. **(16)**