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Total Number of Pages : 02

MBA

15MNG307A

3<sup>rd</sup> Semester Back Examination 2019-20

RETAIL MARKETING (RM)

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HB951

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 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- Define a Destination store.
- Explain a Specialty Outlet.
- What is a Marquee?
- Window Shopping.
- Cost-plus stands for what kind of pricing?
- Define Retail Equity?
- What do you understand by Visual Merchandising?
- What is Retail Branding?
- Explain a Grid Layout.
- What is RFID?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- What is a Discount store? Explain the strategy of such stores.
- Explain details of External Atmospherics. Why is it important?
- How do you explain Retail Supply Chain? Why is it necessary in organized retailing?
- Elaborate on the concept of Race Track Layout.
- Lay down the essential features of Retail Product Planning with example.
- What is understood by Retail Marketing Mix? Explain with example(s).
- What is meant by National Branding? Give example(s).
- How do you explain Technology in retail practices? Give a few examples of its applications.
- 'A proper practice of retailing includes all aspects of retailing.' Explain the statement.
- How important is site selection in retailing? Lay down the considerations for the purpose.
- Compare and Contrast Brick-n-Mortar Retailing vis-a-vis On-Line Retailing.
- Is Credit Management practiced in modern retailing peremptory? Justify your Answer.

Part-III

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

210 Q3 a) Lay down the different formats of retailing. (8) 210  
b) Where do Kiran as stand in the age of modern organized retailing? Elaborate. (8)

Q4 a) Do proper HR practices lead to effective retailing? Examine critically. (8)  
b) Ethical practices in Retailing can be improved through proper HR applications. Can you justify the statement? (8)

210 Q5 a) Does Layout help in proper retailing? Justify your answer. (8) 210  
b) In what kind of retail format, Storeyd Layout helps? Give reasons. (8)

Q6 a) What are Trading Zones? Explain in detail. (8)  
b) What is a Free-standing location? Explain with reasons the pros and cons of such locations. (8)