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Total Number of Pages: 02

MBA
15MNG307A

3rd Semester Regular Examination 2017-18

Retail Marketing (RM)

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B694

**Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.**

- Q1 Fill in the blanks : (2x10)**
- a) The variety stores of India are called ----- stores
 - b) A store running in the name of a well known branded store is known as a-----
 - c) A large organized store where people like to meet each other and spend time together is known as-----
 - d) The escalators used in a store are part of the ----- of the store
 - e) The exact place where the store is located is known as the----- of the store
 - f) Post purchase contact with the customer is part of -----
 - g) A family owned store, carrying varieties of FMCGs in the neighborhood is known as-----
 - h) An organized store whose selling strategy is mark down is known as-----
 - i) The peripheral trading zone is otherwise known as the ----- zone
 - j) A downtown is ----- business district.
- Q2 Answer the following questions : (2x10)**
- a) What is a signage?
 - b) What is window-shopping?
 - c) What is click-n-mortar retailing?
 - d) What is understood by Footfall?
 - e) What is RFID?
 - f) What is understood by a departmental store?
 - g) What is a freestanding location?
 - h) What is a Grid layout?
 - i) What is meant by private branding?
 - j) What is retail equity?
- Q3 a) What is the purpose of CRM in today's organized world of retailing? Exemplify your answer. (7.5)**
- b) Analyze the role of CRM in the FMCG vs. FMCD markets. (7.5)**
- Q4 a) How does a retailer select a location? What are the considerations? (7.5)**
- b) What kind of a location is ideal for a street vendor of idly and dosa? Why? (7.5)**
- Q5 a) How important is visual merchandising in retailing and why? (7.5)**
- b) How would a retailer visually merchandise gold ornaments? (7.5)**

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| Q6 | a) HRM in retailing is a crucial factor in the success of it. What is your take on it? | (7.5) |
| | b) How should one use instruments of HRM in a store like Pantaloon? | (7.5) |
| Q7 | a) What role consumer behavior plays in retail buying situations? | (7.5) |
| | b) Apply decision process approach in impulse buying in the retail store? | (7.5) |
| Q8 | Write short answer on any TWO: | (7.5x2) |
| | a) Store image management | |
| | b) Retailing Ethics | |
| | c) Store | |
| | d) Formats | |