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Total Number of Pages : 02

MBA
15MNG402A

4th Semester Regular / Back Examination 2017-18
RETAIL MARKETING (RM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C186

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 :** **(2 x 10)**

- a) A retail format that consists of multiple retail units under common ownership with centralized decision making is called -----.
- b) A non-store retail format in which merchandise is stored in machine and dispensed to the customer on deposit of cash or credit card is called -----.
- c) When a retailer buys a product not because of any prior planning but due to a sudden urge to purchase- such type of buying is known as -----.
- d) A type of retail location where there are no other retail outlets in the vicinity of the store and the store depends on its own pulling power is called ----- location.
- e) According to the Central Place Theory a store will earn profit only if its range is larger than its -----.
- f) A large well known retail store located in a shopping centre serving as an attraction and draws customers to the shopping centre is known as-----.
- g) A type of merchandise which generates high sales only for a short period of time and then more or less fades away is known as----merchandise
- h) ----- is a diagrammatic presentation depicting the placement of merchandise in the store.
- i) Those brands which are designed and developed by wholesalers and retailers are called-----.
- j) ----- is the art of presentation and display which brings the merchandise into focus and creates a desire and augment the shopping process.

Q2 **Answer the following questions briefly :** **(2 x 10)**

- a) What do you mean by Life time value of a customer?
- b) What is scrambled merchandising
- c) What do you mean by leased department format of retailing?
- d) What is cross merchandising?
- e) What do you understand by Central Business District?
- f) What is retail atmospherics?
- g) Distinguish between At-the-market orientation and upscale orientation in retail pricing?
- h) What is Loss leader pricing?
- i) What is Pont-of-purchase (POP) display?
- j) What do you mean by pedestrian traffic?

- Q3** Define merchandise management? Explain the steps involved in merchandising planning and implementation. **(15)**
- Q4** Explain the importance of branding in retail marketing strategy? Discuss various branding strategies and as a retailer how would you create brand value in order to gain competitive advantage. **(15)**
- Q5** What is the relevance of store layout planning for a retail unit? Discuss various types of retail store layout. **(15)**
- Q6** Enumerate the reasons for the growth of retailing in India. Discuss the challenges faced by the retailers due to the changing behavior of retail consumers. **(15)**
- Q7** Distinguish between franchising and chain store format of retailing. Explain the advantages and disadvantages of each one of them. **(15)**
- Q8** Why location decision of a retail store is so important? Discuss different types of retail location with their advantages and disadvantages. **(15)**