



PG – 958

IV Semester M.B.A. Degree Examination, July 2016
(2007-2008 Scheme)
MANAGEMENT
M – 5 : Retail Marketing Management

Time : 3 Hours

Max. Marks :75

Instruction : Answer questions in all the Sections.

SECTION – A

Answer **any six** questions. **Each** carries **two** marks. (6×2=12)

1. a) What is organised retailing ?
- b) Define the 'service retailing'.
- c) What are the demographic variables for segmenting retail customers ?
- d) What is high involvement buying situation ?
- e) Define customer GAP.
- f) Mention the popular positioning strategies in retailing.
- g) Name the types of retail merchandise.
- h) Name the types of customer loyalty programmes offered by the organised retailers.

SECTION – B

Answer **any three** questions. **Each** carries **eight** marks. (3×8=24)

2. Distinguish between organised and unorganised retailing.
3. What are the scope and functions of a general merchandise retailer ?
4. Explain the steps involved in retail consumer buying decision process.
5. Explain the unique features of popular retail formats.
6. Explain the various types of store layouts used by retailer for Merchandise presentation.

P.T.O.



SECTION – C

Answer **any two** questions. **Each** carries 12 marks.

(2x12=24)

7. Discuss the trends in Indian retailing in the light of FDI.
8. Discuss the utility of GAP's model in designing customer oriented retail services.
9. Discuss the logistics management of retail merchandise in the light of Global sourcing of inventories.

SECTION – D

(Compulsory)

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10. Assume that, you are a consultant in the area of destination selection and promotion. An MNE, in retailing has approached you to establish its retailing unit in India. The firm seeks your advise in selection of retail location and also promoting the new entrant in Indian market. As a consultant, you advise the MNE, for selecting few Indian cities; you feel these are test cities to launch and also suggest suitable media and media vehicle for promoting new firm in India.
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