



PG – 792

IV Semester M.B.A. Degree Examination, July/August 2014  
(2007-08 Scheme)  
Management  
M-5 : RETAIL MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

**Instruction :** Answer all Sections.

SECTION – A

1. Answer any six of the following questions. Each question carries two marks.  
(6×2=12)
- a) Define retail strategy.
  - b) What is open to buy ?
  - c) What is GMROI ?
  - d) Define assortment.
  - e) What is FAD ?
  - f) What is shrinkage in retailing ?
  - g) What is planned mark up ?
  - h) What is private label ?

SECTION – B

Answer any three of the following questions. Each question carries eight marks.  
(3×8=24)

- 2. How can strategic planning help to build a competitive advantage ?
- 3. Briefly explain store based retail format with suitable Indian examples.
- 4. Compare and contrast the retail mixes of convenience stores, traditional super market, supercenters, and warehouse stores. Can all of these food retail institutions be successful over the long run ? How ? Why ?
- 5. Define the key aspects of merchandise planning process.
- 6. Explain the methods that can be used to evaluate the performance of suppliers by a retailer.

P.T.O.



## SECTION – C

Answer **any two** of the following questions. **Each** question carries **twelve** marks.

(12x2=24)

7. Many experts believe that customer service is one of retailing's most important issues. How can retailers that emphasize price (e.g., discount stores, category specialists, off-price retailers) improve customer service without increasing cost and, thus, prices ?
8. What is involved in the consumer behaviour model ? Explain the key stages in the consumer buying process.
9. Define visual merchandising. Discuss the role of atmospherics in store design.

## SECTION – D

10. **Compulsory** question. The question carries **fifteen** marks.

(1x15=15)

**FUTURE GROUP AND CAPITAL FOODS**

Capital Foods is based in Mumbai and it has revolutionized the ready-to-eat and snack food sector in India. The company is in the business of manufacturing international foods for the global populace. Capital Foods has got manufacturing facilities in Nasik in Maharashtra and in Kandla and Vapi in Gujarat. The company produces food items – from idlis to dhoklas, from paavs to puffs, from noodles to nuggets and from jelly to jams. The variety of foods it produces is huge and the company is a private label supplier to many large international retailers like Tesco and Target and to the Future Group in India. Its own brands like Ching's Secret and Smith and Jones are very popular in the Indian markets as well. As part of the company's private label offering, Capital Foods manufactures authentic food ingredients for a variety of ethnic cuisines such as Chinese, Thai, Italian, Indian and European. It manufactures processed foods for some of the most popular and well-known brands in the world with dishes that are created by Master Chefs and cooked and packed in India's largest and most sophisticated manufacturing facilities the company possesses. Capital Foods is a major supplier to the Future Group and the majority of the company's stakes are currently owned by Future Ventures, the private equity arm of Future Group. Capital Foods was enjoying the initial handholding as a vendor by the Future Group (that has both Food Bazaar and Big Bazaar outlets) and this relationship has become a long-lasting partnership between both companies. A case example of retailer-vendor strategic partnership, the alliance has forged a win-win relationship between the two organizations.

Questions for discussion

- 1) What are the product strengths of Capital Foods ?
- 2) Discuss the significant factors of sustaining partnership between a retailer and a vendor.