

PG – 1011

IV Semester M.B.A. Degree Examination, June/July 2015
(2007-08 Scheme)
MANAGEMENT
M-5 : Retail Marketing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

1. a) Define Retailing
- b) List the functions of a retailer.
- c) What is retail strategy ?
- d) What is a private label ?
- e) Define atmospherics.
- f) What are Customer Loyalty Programmes ?
- g) What is CRM ?
- h) Define E-tailing.

SECTION – B

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

2. What are the factors which affect the buying behaviour of a retail shopper ?
3. Explain the methods that can be used to evaluate the performance of suppliers by a retailer.
4. Discuss the GAPS model for improving retail service quality.
5. Briefly explain the concept and role of visual merchandising in retailing.
6. Discuss the types of retail communication.

P.T.O.



SECTION – C

Answer any two of the following questions. Each carries twelve marks. (2x12=24)

7. Briefly discuss the classification of retail stores giving one example of each.
8. Explain the process of merchandise planning with an appropriate example.
9. Explain the role of strategic planning as a tool for building competitive advantage in modern retailing.

SECTION – D

(Compulsory)

10. Read the following case and answer the questions given below. This is a compulsory question.

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XYZ Ltd. serves 45 million customers everyday in 28000 restaurants in 120 countries. Interbrand puts a value of \$ 25 billion on XYZ Ltd. brand. Its logo is most widely recognized symbol. XYZ Ltd. came to India five years ago (2010). It has friendly, informal hassle-free ambience and is conducive to fun making for the kids. XYZ Ltd. in its advertising in India targets the Indian father, decision maker in his own right. Its new positioning is that caring dads take the families to XYZ Ltd. to have the great time. It is a welcome and affordable family restaurant committed to values of quality, fun and excitement. It wants to strike an emotional bond with the family. It has the latest food processing technology and supply chain in place. It is aiming to set up a chain of 80 restaurants by 2016. It has currently 30 restaurants most of which are in Mumbai and Delhi and one each in Pune, Jaipur and Mathura. It wants to register its presence in South. By 2020 it wants atleast 100 restaurants. It wants to introduce the consumer to the concept of drive through restaurants. It wants to set up such restaurants on highways, including one on Mumbai-Pune highway. It wants to be price competitive by setting up more outlets. It evaluates Indian food habits and introduces innovative new products. Product launches happen every year, but menu vision is outlined every three years.

Comment on XYZ Ltd. retailing styles.