

**MMS/D—13  
RETAIL MARKETING  
Paper—MM-305**

Time allowed: 3 hours]

[Maximum marks: 70

Note: Attempt eleven questions in all, selecting eight questions from Part-A and three questions from Part-B.

**Part-A**

1. Differentiate between Retail management and retail marketing. 5
2. What are the various challenges to foreign retailers willing to enter into Indian markets? 5
3. Differentiate between licensing and franchising. 5
4. What do understand by freestanding location? 5
5. What do you mean by Private label brands in retail sector? 5
6. What do you mean by Visual communications? 5
7. Explain the concept of Bundle pricing. 5
8. What do you mean by Multi-channel retailing? 5
9. What are the various types of Non-store retailing? 5
10. Develop a CRM program for card and gift shop.

**Part--B**

11. What are the factors that have contributed to the rise of the organized retail in India? Explain the challenges which are being faced by Indian retailers from global players. 10
12. What position location holds in modern retailing? Explain the main features of Ideal location. 10
13. Discuss consumer decision making process for retail products. How can retailers serve their customers better by understanding decision process? 10
14. How important is the role of pricing in retail marketing mix? Briefly discuss the various retail pricing approaches available to the retailers. 10
15. Discuss the benefits arising on account of on-line retailing. What are the impediments in online retailing in India? 10