

Roll No.....

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MBA/D-17
RETAIL MARKETING
Paper: MBA-MM-305

Time: Three Hours

Maximum Marks: 80

Note: Attempt any eight questions from Part A 5 marks each and any three questions from Part B. 10 marks each.

Part-A

1. What are the pros and cons of Angular Retail Floor plan?
2. What are the various levels of CRM in retail?
3. How are supermarkets different to departmental stores?
4. Comment on the very recent trends in Indian organised retailing.
5. How are IT applications used by retail stores to gain competitive advantage?
6. How do you see Store location policies of Wal-Mart? Do you see the policies of locating stores in suburbs working in India?
7. How is retail sector contributing to Indian economy especially GDP?
8. How e-tailing is shaping modern day retail business?
9. How useful is POP advertising in retail?
10. What is prestige pricing in retail?

Part-B

11. How is non-store retaining posing a challenge for store-retailing? How do you foresee future of these two formats? Can these two work in harmony with each other? If yes how?
12. Assume yourself as an international retailer venturing into Indian retail sector. Devise a detailed promotional strategy for the said international retailer.
13. Comment on the store layout of selected organized retailer operating in India. Which of these layouts impresses you most and why?

14. Why should the retailers study consumer decision making process? How can they frame their marketing strategies according to a particular stage of consumer decision making process?
15. What are the various methods that can be used by retailers for fixation of final prices? Discuss pros and cons of each.