

MMS/D-16
RETAIL MARKETING
PAPER-MM-305

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. How the Modern retailing is different from Traditional retailing?
2. Discuss the future of organized retailing in India.
3. Explain the concept of Trade Area Analysis.
4. How will you proceed for studying behavior of retail consumer?
5. What are the key issues retailers consider in designing store layout?
6. Why do retailers reduce their prices by taking markdowns?
7. How the retailer's advertising strategy is different from manufacturer's advertising strategy?
8. What do you mean by private label brands in retail sector?
9. What are the various types of Non-Store retailing?
10. How technology is helpful in implementing CRM in retail business?

Part-B

11. Define retailing. What is its role in the modern marketing?
12. Examine the impact of economic and technological forces on the modern time retailing.
13. How does the buying decision process differ when consumers are shopping on the internet compared with shopping in a store in terms of locations of sites visited, time spend and brands?
14. Discuss the various forces which influence the pricing policies and strategies of a retailer.
15. Choose a retailer and justify his promotion mix strategy.

