

Roll NO.

MMS/D-14
RETAIL MARKETING
Paper~MM—305

13586

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

(8 x 5=40)

Attempt eight questions only. Each question carries five marks.

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| 1. Brief about scope of retailing in the Economy. | 5 |
| 2. What are the challenges in organized retailing? | 5 |
| 3. Explain factors influencing the Retail shopper. | 5 |
| 4. Explain types of Retail locations. | 5 |
| 5. Discuss steps for designing layout. | 5 |
| 6. Explain factors affecting the Pricing decisions. | 5 |
| 7. What are Retail promotional strategies? | 5 |
| 8. Discuss customer relationship management in Retailing. | 5 |
| 9. Discuss IT applications in Retailing. | 5 |
| 10. What is non-store Retailing? Give example. | 5 |

PART-B

(3><10=30)

Attempt three questions only. Each question carries ten Marks.

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| 11.. Explain meaning and importance of Retailing in the Economy. Also discuss functions of Retailing or Retailers. | |
| 12. Discuss concept of Organized Retailing. Also explain growth of Retailing in Indian Context. | |
| 13. Explain the need for studying consumer behavior Also discuss the consumer decision making process. | 10 |
| 14. Discuss steps involved in choosing retail location. Also explain important factors for choosing a location. | 10 |
| 15. Discuss size of Indian market in non-store Retailing. Also explain classification of Indian market. | 10 |