

17. (a) Explain the various theories in selection of store location.

Or

- (b) What factors must a retailer consider while identifying and selecting target segments?
18. (a) What is the significance of open to buy? It is relevant for food and grocery retailers?

Or

- (b) Explain the process for merchandise buying.
19. (a) What is advertising? Discuss its objectives and point out the problems of advertising in India.

Or

- (b) Examine the factors that are to be considered in the selection of media for advertising.
20. (a) Explain the unethical perspectives of ambush marketing.

Or

- (b) Find out the recent initiatives taken by Indian companies to cater to retail market.

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M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2013.

Fourth Semester

Business Administration

Elective – RETAIL MANAGEMENT

(For those who joined in July 2008-2011)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. Define dollar stores.
2. Define leased departments.
3. Define central place theory in retailing.
4. What are the elements of store design?
5. Define customary pricing.
6. Define leader pricing.



7. Define relationship marketing.
8. Write a note on telemarketing.
9. Write a note on RFID.
10. What do you mean by web traffic?

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the terms – market penetration and market development. Give examples of Indian retailers who have adopted these strategies?

Or

- (b) Discuss briefly various types of retail formats.

12. (a) Explain the elementary principles of space management.

Or

- (b) How can store operations play a role in promoting store loyalty?

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13. (a) What is the difference between margins and mark up? Explain using an example.

Or

- (b) Why is assortment planning needed?

14. (a) What measures would you suggest for sales promotion of a consumer product?

Or

- (b) Define salesmanship. What are its features?

15. (a) Explain the relevance of guerrilla marketing in present business scenario.

Or

- (b) Discuss in details how direct mail can be used as a promotional tool.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Discuss the impact of economic and sociological changes on the evolution of retail formats.

Or

- (b) What are the factors which make retail in Asia different from retail in other parts of the world?

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