

42006

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2020

FOURTH SEMESTER

Paper VI – RETAILING MARKETING

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer ALL questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. What is Retailing? And explain types of Retailers.
2. What are different factors in influencing the buying process?
3. Explain the space management in retailing.
4. Explain briefly strategic retail planning process.
5. Explain the role of Customer Relationship Management.

PART B — (5 × 8 = 40 marks)

Answer ALL questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

6. Explain the components of retail marketing mix strategy.

Or

7. Explain the concept and significance of Retail Management.
8. Why do retailer knows about consumer behaviour explain.

Or

9. Explain retailing trends in India.

10. Discuss the steps involved in choosing a retail location.

Or

11. What are the five rights of merchandising? What is the significance of merchandising for a retailer?

12. Explain various financial strategies under retail management.

Or

13. What is the meaning of strategy and explain strategic profit models under retail business?

14. Describe the pricing strategies that may be adapted by a retailer.

Or

15. Define CRM. And explain the process of CRM in retailing.

PART C — (1 × 15 = 15 marks)

Compulsory

16. Case Analysis

On February 3, 2012, India-based Tata group (Tata), one of the largest business conglomerates in the country, announced its plan to launch a common loyalty card covering several of its retail unit and hotel. By announcing a common loyalty program, Tata joined the bandwagon of Indian retailers who had launched common loyalty schemes to attract and retain customers.

One of the first major retailers to introduce a common loyalty card in the country was Reliance Industries Limited (RIL). It introduced the "Reliance one Card" which could be used in the nine formats of Reliance retail stores— Reliance Fresh—Groceries store, Reliance Digital—Consumer durables retailer, Reliance Mart—Hyper Market, Reliance trends—Apparel store, Reliance food print—footware store, Reliance super—super market, reliance living—Furniture and homeware, Reliance Jewellery, and Reliance Autozone—Autopmotive3 accessories stores.

Questions

- (a) What do you understand by virtual store? How are they different from online stroes?
- (b) What are the advantages and disadvantages of virtual shopping?