

AS-810

M.B.A. (Semester—IV) Examination

RETAIL MARKETING

Paper—MBA/4204/SM

Time : Three Hours]

[Maximum Marks : 70

N.B. :— (1) Attempt all questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Discuss the significance of Retailing in today's competitive era. Enlist the contribution of Retail Sector in Indian Economy. 14

OR

- (b) Explain the types of retailing with features and importance. Illustrate with suitable example. 14

SECTION—B

2. (a) Enlist and explain the elements of Retail Marketing Mix. 7
(b) Describe how the consumer decision process would operate for the following products :
(i) Readymade Garment
(ii) Edible Oil. 7

OR

- (c) What is retail organisation ? Discuss its structures (types). 7
(d) Ambit Corporation has introduced a new range of cosmetics in the market. You are required to design positioning strategy for Ambit. What steps will you follow ? Justify. 7
3. (a) Discuss the significance of location in Retailing. 7
(b) Suggest layout types with justification for following retailers :
(i) Electronic gadget store
(ii) Kitchenwares. 7

OR

- (c) Enlist and explain the elements of Retailing image mix. 7
(d) Amit has decided to start a retail shop of medicines in Amravati. He has selected four alternative sites for his shop. You are required to guide him in evaluating the site and choose most suitable site for shop. 7

SECTION—C

4. (a) Explain importance of retail communication mix. 7
(b) Discuss the elements of retail sales promotion. 7

SECTION—D

5. Maxo Pvt. Ltd. is an organisation of retail chains of grocery and other general merchandise. The organisation has recently started various outlets throughout South India. The Maxo Pvt. Ltd. has all automation required for the operations for retail outlets. It has appointed various strategists for designing different retail strategies.

The cashless shopping facility was introduced in every outlet. The company wants to differentiate its offerings through its unique merchandise. The pricing strategy is under revision. The electronic data exchange, bar coding, RFID, electronic payment systems are in place. The company started fullfledged operation in major cities of South India. The company has decided to alter its retail strategies. The huge consumer response was the first and initial success of the retail outlets.

- (a) With the example of Maxo Pvt. Ltd. discuss the role of IT in retailing. 7
(b) Discuss the elements of differentiation strategies of Maxo Pvt. Ltd. 7