

AU-1650

M.B.A. Semester-IV Examination

RETAIL MARKETING

Paper—M.B.A./4204/SM

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) “Marketers have to sell a new product several times, first within the company, then to the retailers and finally to the user of the product.” Explain the role of retailing and its importance in context of the above statement. 14

OR

- (b) Define Retailing and its significance as one of the largest growing industry in the Indian Market. Discuss the Drivers of the fast growing Retail Industry. 14

SECTION—B

2. (a) Explain the criteria for effective Retail market segmentation. 7
(b) What way would you like to segment “Reliance Fresh” customers ? Justify your answer. 7

OR

- (c) Enumerate the stages of Retail Consumer Decision Process. 7
(d) Retailer like “Planet-M” encourages their staff to greet the customers and suggest support in product selection. Some customers appreciate, while others consider it an intrusion in their privacy. Analyse the case. Which strategy you like to go with ? Justify your answer. 7
3. (a) Explain the strategic retail planning process in detail. 7
(b) While shopping, it is the facade (front view) of the store that makes a customer to decide, whether he or she should enter. The store facade creates a lasting impression in customer’s mind. What parameters you will consider for a big retail Book Store’s Facade. Justify ? 7

OR

- (c) What are the factors required to evaluate specific areas for retail location ? 7
- (d) A chain of Branded food outlet has decided to open its outlets in a combination of unplanned Business hubs and planned shopping centres. As a marketing expert, how will you analyse the marketing mix requirement in the above case ? Justify your answer. 7

SECTION—C

4. (a) Discuss the steps in planning retail communication mix. 7
- (b) Elaborate the concept of personal selling in Retail. 7

OR

- (c) What are the different sales promotion offers in Retail ? Give suitable examples. 7
- (d) Elucidate the importance of Public Relations in the Retail Communication mix. 7

SECTION—D

5. Shoppers' Stop being one of the single store with its sheer ambience and vastness, stands apart from other popular stores like Akbarally's. Another feature which seemed unique about the store was its many quality products — all offered under a single roof, with ample parking space also.

Shoppers' Stop has grown from a single brand store to a fashion and lifestyle store for the family. Considered as a well known household name, it is known for its superior quality products and services. The main focus of the chain has always been the family as the entire chain offers a complete range of garments and accessories of the entire family.

According to the experts vitality of this retail industry comes from families rather than single customers. Thus by focussing on the entire family as customers, Shoppers' Stop has been able to redefine the shopping experience and create a niche for itself in the service industry.

Shoppers' Stop caters to upper middle and upper class customers. It is considered as a wholesome place which offers various deliverables. Another important factor which has contributed to the company's success has been its ability to provide launch pad for many brands such as skincare products, perfumes, apparels or lifestyle accessories. This unique feature has provided their products more visibility when compared to other retail outlets. The Shoppers' Stop chain's IT implementations, immense amount of expertise and credibility has helped it to become the highest benchmark for the Indian Retail Industry.

- (a) Analyse the overall retail strategy of Shoppers' Stop. 4
- (b) Comment on the differentiation strategies used by Shoppers' Stop when compared to other Indian retail chains like Pantaloons or Westside. 7
- (c) Explain the growth strategies used by Shoppers' Stop over the period. 3