

- (D) Hypercity, Inorbit and Phoenix are the leading Shopping Malls in India. Comment on the promotional and communication strategies used by these traders in Metro city Markets? 7

SECTION C

5. Subhiksha is India's largest supermarket, pharmacy and telecom chain. Started in 1997 as a single store entity in south Chennai, it is now present nationally with 1600 outlets and spread across more than 90 cities.

ICICI venture capital has a 24% stake in Subhiksha. Derived from the Sanskrit word, Subhiksham or "giver of all things good", Subhiksha was founded by Mr. R. Subramanian who did his B. Tech from IIT and PGDBM from IIM, Ahmedabad, has many first to his credit like starting asset securitization in early 90s, IPO financing in 94 and debenture trading.

Today, Subhiksha is a multi-locational professionally managed and vibrant organisation that is poised to change the lives of Indians, faster than ever before. Subhiksha now has even opened specialised Mobile shops called as Subhiksha Mobile where Mobiles are sold at a discounted price.

RETAIL MARKETING

Paper - MBA/4204/SM

P. Pages : 5

Time : Three Hours]

[Max. Marks : 70

Note : (1) Attempt all questions.

(2) Figures to the right indicate Marks.

SECTION A

1. (A) Explain in detail the meaning of Retailing. What are the characteristics and importance of Retailing business in India ? Discuss.

OR

- (B) "Retail Industry is one of the largest contributor to Indian GDP". Justify the statement by comparing Indian Vs Global scenario. 14

SECTION B

2. (A) "Market segmentation is a natural result of the vast differences among people." Justify the statement in the context of retail Market segmentation. 7

(B) Identify and comment on the Market segmentation and targetting of the following retail chain :—

(i) The world of Titan.

(ii) Peter England. 7

OR

(C) Explain in brief various career opportunities in the Retailing. 7

(D) As a consultant in the Retailing sector suggest suitable sources of recruitment for 'STARBUCKS', the world's largest coffee chain, for the post of :

(i) Management of store.

(ii) Management of Merchandise. 7

3. (A) What do you mean by store location ? How store location problem can be solved in an effective way ? 7

(B) Mr. Sashank, Head of clustre development for 'Pizza Hut' in Maharashtra is planning to open new outlet in the Western Vidarbha. Provide suitable guiding tools to Mr. Shashank for selecting a site and location. 7

OR

(C) Explain in brief various steps in selecting a site for Retail outlet. 7

(D) WHP—Waman Hari Pethe, a reputed Retail Brand in designer jewellery and Gold ornament started an outlet in Amravati city in the heart of the city. Soon WHP will diversify in other cities of the western Vidarbha. Comment on the location based retail strategies of the gold ornament retailers. 7

4. (A) Describe how a retail advertising campaign can be planned. What are its various steps? 7

(B) Recall a recent experience of a Retail communication for any product or service. What tasks you feel that a retailer performs to build its store's brand Value ? 7

OR

(C) Explain with example the significance of 'Word of Mouth' publicity in the Retail Marketing. 7

Reader Digest recognised Subhiksha as the most trusted retail brand in their 2008 surveys of India's most trusted brands (www.rd-india.com).

- (A) What product and services differentiation strategies Subhiksha should adopt to face challenges by giant players like Wal-Mart, Reliance and AV Birla group ? 7
- (B) "Lowest prices and great savings everyday" is a popular campaign by Subhiksha. Comment and analyse the discounted pricing strategies of Subhiksha. 7



