

AT-1458

M.B.A. (Semester—IV) Examination

RETAIL MARKETING

Paper—MBA/4204/SM

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Define Retailing. Discuss the current Indian and global scenario of retailing. 14

OR

- (b) Discuss the types of retailing. What are different retail formats ? Brief out with illustrations. 14

SECTION—B

2. (a) Enlist and explain major functional areas in retailing. 7
(b) Suyash has started a new grocery store in Nagpur. He has to face a lot of competition and as a result he started worrying about the sales. You are required to suggest the retail marketing mix for his shop. Justify your answer. 7

OR

- (c) Enlist and explain the factors affecting retail buying behaviour. 7
(d) Subhash has done his masters in management. He is seeking a job in retail sector. What are the different openings for him in retailing ? What type of knowledge and skills he should pursue in long term career planning ? 7
3. (a) Discuss the factors affecting site selection for retailing. 7
(b) Phonix Pvt. Ltd. is a retail shop of electronic gadgets. The shop has got a reputation for its quality products and services. But in the advent of competition the shop started declining in its sales. The owner is worried about the retailing image mix. You are required to help the owner to set the retailing image mix. How will you proceed ? 7

OR

- (c) What is store layout ? Discuss its types. 7
- (d) In Nagpur, Big Bazaar was the prime retailer in the city. Afterwards various retailing firms entered in the market. Hence Big Bazaar has to think of changing the layout and interiors. You are required to help Big Bazaar in altering the store design and interiors. Recommend alteration in interior in today's business environment. 7

SECTION—C

4. (a) Discuss the role of personal selling in retail marketing. 7
- (b) Explain the significance of retail communication mix. 7

OR

- (c) Describe the various steps in planning retail communication mix. 7
- (d) Discuss importance of public relation in retailing business. 7

SECTION—D

5. ABC Pvt. Ltd. is renowned sports retail chain operating in Maharashtra having 45 % market share in the state for sports items. Company has crossed break even point and started showing the growth in profitability. The market is highly competitive but progressive state like Maharashtra is having high potential for this product.

After every quarter in P & L A/c (Statement) the companies market share shows the growth, looking towards the good response. Management decided for expansion of retail chain in adjoining states like Goa, M.P. and Gujarat..... for this management has appointed new CEO.

After joining the New CEO he has the proposed plan of expansion in front of senior level Manager and middle Management also but surprisingly Sr. Manager have a opinion that company is growing in existing market and hence it should not go expansion in other state right now and suggested to cover untap market of Maharashtra State. But Management and CEO are firm with their decision of expansion in adjoining states.

- (1) If you are working as Senior Manager in above organisations how will you convince the CEO for growth strategy in existing market ? Justify. 7
- (2) Suggest expansion strategy to the CEO if you are in favor of expansion in adjoining state. 7