

DG-401  
M.B.A. (IVth Sem.)(Full-Time) Examination-2014  
RETAIL CONCEPT IN MARKETING  
Paper -D  
Time Allowed . Three Hours Maximum Marks: 80

Note: Attempt both sections.

Section-A

Note: Attempt any four questions.

Each question carries 8 marks.

- Q.I What I do you understand with organised and unorganised retailing. Explain. '
- Q. II What is merchandising. Explain.
- Q.III Whats CRM in retail. Explain in examples.
- Q.IV Explain different types of retail formats.
- Q.V What do you understand with term "Demographic segmentation".
- Q.VI Give any two sales promotion methods in retails.
- Q.VII What do you understand with the term "lead time".
- Q.VIII What is the difference between attitude and perception of consumer.

Section-B

Note; Attempt any three questions. Each question carries 16 marks. .

- Q.IX Write an essay pn recent trends in retailing in India.
- Q.X You are about to start a retail outletj having many international apparel and cosmetics brands in Bhopal. How. would you undertake segmentation. Targeting and positioning exercise for this. Explain in detail.
- Q.XI Explain term retail promotion mix. What are the essential components of promotion mix you'll consider and why. Explain with the help of exarjnples.
- Q.XII Supply chain is considered to be the backbone of any retail operation. Explain its components and their importance in view of todays competitive scenario.
- Q.XIII .Retail merchanding is considered as one of the most critical aspects in retail operations. How it is planned and what are the processes involved in it. Explain with examples.
- Q.XIV What is the role of pricing in retailing ? Low this function act as a critical consumer influencing factors. Write methods and various policies adopted by retailers to satisfy customer. Explain with the help of suitable examples.