

MBMM 3005/RM 3005

M.B.A. DEGREE EXAMINATION, DECEMBER 2014/
JANUARY 2015.

Third Semester

Marketing

RETAIL MARKETING

(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is retailing and what are its characteristics?
2. Explain the functions of retailing.
3. Explain the important elements of exterior design of store atmosphere.
4. Explain the factors that contribute to the success of a retail outlet location.
5. Explain the types of stores.
6. What are the differences between product retailing and service retailing?

7. Explain the various needs of planning merchandise.
8. What are the components of retail promotion mix?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe what are the latest technologies beings used in retailing environment.
10. Explain the various approaches of pricing strategy.
11. What are the components of sales promotion and publicity of retail marketing?
12. Explain the markup pricing strategy and psychological pricing strategy in retail marketing.
13. Explain the various pricing methods available to the manufacturer.
14. Briefly explain the various types of retailers.
15. Explain the primary format of a retailer.
16. Describe the methods of publicity in marketing communication.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

Quality Bathing Soap

Navin Mehta, a fresh chemical engineer, developed a new detergent during his M.Tech. Course. Upon passing out, he inverted a small capital to start manufacturing and selling the detergent under the brand name 'NIPPO'. Coming from a middle-class family himself, Mehta decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and Nippa became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing soap with a unique colour and perfume combination. Although, the cost price of this soap was itself high, Navin again priced it substantially lower to be a comparable product in the market by maintaining a low profit margin.

- (a) Suggest an appropriate marketing plan to Navin Mehta.
- (b) Do you feel Navin committed a pricing mistake in the case of the bathing soap? Give reasons for your answers?