

**MBMM 3005/RM 3005**

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Third Semester

Marketing/Retail Management

RETAIL MARKETING

Time : Three hours

Maximum : 100 marks

**SECTION A — (5 × 6 = 30 marks)**

Answer any FIVE questions.

1. What are the functions performed by retailers?
2. Discuss the legal, social and technological issues in retailing.
3. How to evaluate a site for locating a retail store?
4. What are the basic retail pricing strategies?
5. List out the activities needed to build the brand equity for the firm.
6. What are the responsibilities of a store manager?
7. Explain the three general types of layout design of stores.
8. What are the challenges and reason for failure in International retailing?

**SECTION B — (5 × 10 = 50 marks)**

Answer any FIVE questions.

9. What is meant by retail strategy? What are the important opportunities for the retailers to develop sustainable competition?
10. Discuss the strategic planning process.
11. What factors do retailers consider while evaluating an area of the country to locate a store? How do retailers determine location characteristics?
12. What are the major non-store retail channels?
13. What are the considerations in setting retail prices?
14. How do retailers communicate with the customers?
15. Explain the concept of international retail and analyse the reasons why retailers choose to go international.
16. What are the methods in which a retailer can enter a new market?

**SECTION C — (1 × 20 = 20 marks)**

17. Select a jewellery shop in an enclosed mall and one in a neighbourhood Center. List the pros and cons for each location. Which location is most desirable?

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