

SECTION—C

5. Golmo Pvt. Ltd., a footwear retail chain was started in 2005 and now operating at total 10 district places of the Maharashtra. In 2014, company opened its store in Nasik. But, in Nasik, company failed to find location for its store close to competitors wherein they had no location advantage and was inconvenient. The footwear market in Nasik was already staturated and had tuff competition. Since 2005. Golmo is producing quality footwears and their customer feedback is excellent. But, the prices for the footwears are very high as compared to competitors.

In Nasik, though Golmo didn't get good location, they kept their prices same in the Nasik and are much higher than those of its competitors. As a result there was no expected customer traffic and sales of Golmo declined considerably in Nasik. Now company is in the mindset of reengineering.

Questions :—

- (i) Analyse overall retail strategy of Golmo at Nasik. 5
- (ii) What went wrong with the company ? Justify. 3
- (iii) Suggest competition oriented pricing alternatives to Golmo Pvt. Ltd. 6

AQ-1388**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 and state the significance of retail as an industry. Also discuss drivers for the growth of retail industry in India. 14

OR

- (b) "Retailing is the world's longest private industry." Explain the sentence with the help of global as well as Indian overview of retailing. 14

SECTION—B

2. (a) What do you mean by impulse purchase ? Differentiate among the staple purchases and impulse purchases. Give an example of each. 7
- (b) Describe how the consumer decision process would operate for following products :
- (i) An Air Conditioner

(ii) Baby Soap.

Which elements of the decision process are most important to retailers in each instance ? Explain your answers. 7

OR

(c) State a relevance of segmentation in retailing. Discuss the various basic criteria to be considered for segmentation in retail. Give examples. 7

(d) Mr. Amit Gupta, a chemical engineer, has formulated some pesticides and opened a retail store of the same. Already there are branded pesticides of the same category in the market. The products which Mr. Gupta has formulated are more effective and economical than that of branded ones.

But Mr. Gupta is facing tuff competition from the branded pesticides as customers are not trusting his non-branded products. Suggest suitable marketing mix to Mr. Amit Gupta to excel in his business. 7

3. (a) What criteria should a small retailer use in selecting a general store location and a specific site within it ? 7

(b) A consumer electronics chain has decided to open outlets in a combination of isolated locations, unplanned business districts and planned shopping centres. Comment on this locationwise strategy. 7

OR

(c) What is retail image ? Discuss components of retail image in detail. 7

(d) You are planning to open wooden furniture store in the heart of the city. Assess your parking needs in consideration with all types of traffic expected to your store. 7

4. (a) Write a note on promotional mix used by small retailers and also mention its hierarchy of effects. 7

(b) Ecosmart Pvt. Ltd. is a company having retail store chain of solar products such as solar light, solar heater, solar pumps etc. Ecosmart has opened its store in Suburban area wherein customers are not much aware about solar energy. Suggest effective advertising to Ecosmart Pvt. Ltd. in consideration with possible media usage. 7

OR

(c) How can the components of the communication mix be used by a retailer for the following :

(i) A store opening

(ii) Launching of new line of product

(iii) Visit by a celebrity to a store. 7

(d) Analyse the trend of sales promotion followed by top readymade garments store in your city. Give your opinion and suggest suitable techniques to modify this current trend. 7