

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) Explain Retailing with its features and importance. Illustrate Retailing in today's competitive era with suitable example. 14

OR

- (b) Define Retail Marketing in detail. Discuss the Drivers for the growth of Retail Industry in India. 14

SECTION—B

2. (a) Briefly discuss the factors influencing Buying Behavior. 7
- (b) Companies like IOCL, BPCL, HPCL dominate the petroleum retail sector in India with maximum market share among them. These players cater to a market of about 40 million vehicles on Indian road with a large retail network across the country. But the petroleum retail sector in India is recently facing fundamental changes. This sector has shifted away from government control and towards market forces a move that has brought competition from private players and renewed customer forces. As a marketing expert how do you expect to face the challenges of Marketing Mix by these companies. 7

OR

- (c) Discuss the Different Major functional areas performed by a retailer. 7
- (d) Shopping Edges like Pantaloons, Max, Reliance Trends, ESS-BEE, D-Mart etc. have garnered in Amravati in the recent years. Give your opinion on how these big Standardized Retailers will affect the career of small retailers. 7
3. (a) Discuss with a blueprint of the layout that would be suitable for a supermarket and a departmental store. 7
- (b) Parimal Industries is seeking to have the Best location for a store and the right suitable premises too, so as to carry upon with a successful Retail Business. Suggest the Basic factors before selecting the right location and Premises to Parimal Industries. 7

OR

- (c) Enumerate the different interior factors that contribute to attract consumers to spend maximum time, shopping comfortably at shopping centers. 7
- (d) When a customer goes to shopping it is the store facade that makes him or her decide whether to enter or not. Store Facade creates a lasting impression in the customer's mind. Give your opinion on what should organised retail stores in India do to create the required store facade identity for themselves. 7

SECTION—C

- 4. (a) Discuss the concept of Personal selling in Retail Marketing. 7
- (b) Elaborate the steps in Planning Retail Communication Mix. 7

OR

- (c) Explain the role of Advertising in the Retail Communication Mix. 7
- (d) Suggest your opinion on the statement that, "Public Relations is a crucial and important part of the Retail Communication Mix". 7

SECTION—D

- 5. Malls around the country are getting in luxury brands to differentiate themselves. With Malls everything counts especially the perception of customers. Keeping in mind the changed perception of customers getting attracted towards Foreign Brands. In Mumbai, a 10 year old Inorbit Mall revamped itself and offered a red carpet deal to Swedish fashion retailers. Hennes and Mauritz AB to compete with a three year old Infinity Mall half a kilometer away. They shrank the floor space provided to lifestyle and a couple of the other stores and gave 20,000 square feet to the rivals to drive footfalls. Inorbit saw an initial dip in footfall of about 15 % when Infinity came up in the Vicinity.
 - (a) Explain the Retail Differentiation strategy used by Inorbit Mall in Mumbai. 7
 - (b) Suggest whether the Mall can work upon the other Retail Strategies and take proactive measures to have an increased Annual growth. 7