

**MBA (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) Explicate in detail about the concept of Retailing and Retail Marketing. Explain various types of Retail formats with suitable examples. 14

**OR**

- (b) Elucidate the Indian retail scenario vs Global retail scenario. Discuss the impact of economic and sociological changes on the evolution of Retail format. 14

**SECTION—B**

2. (a) Explain the Consumer Retail buying behaviour process. 7

- (b) Marketing of ethnic wear is an accepted and profitable practice in India's Retail Industry. Ethnicity is not routinely ignored by the marketers but considering the size and spending power of different ethnic segments, remarkably little effort is made to target each culture discretely. Comment on the Retail marketing strategy according to cultural segmentation. 7

**OR**

- (c) Elucidate the Retail Marketing Mix and brief about its importance in Retailing. 7

- (d) Bharat Petroleum has pioneered the concept of Convenience Stores at selected petrol pumps, that operate under the name, "Bazaars". These 'Bazaars' provide a wide range of convenience items and fast food to customers in a clean, air conditioned and friendly environment. Analyse such positioning in Retail Marketing. 7

3. (a) Bring out the steps for Retail Communication Planning. 7

- (b) "Caring About You!", It is not an acronym that only Vendors are excited about these days. Customer relationship management is being discovered by Indian Banks, Telecoms and FMCG companies as well as manufacturing firms who are deriving benefits by using packaged solutions. In context of the above discussion comment on importance of customer relationship management to Commercial Banks. 7

**OR**

- (c) Briefly discuss the Retail Communication Mix. 7

- (d) Film Comedian Paresh Rawal may not have got it free, but Domino's Pizza has given away about 45000 free Pizzas because it could not meet the 30 minute delivery promise. Despit the give – Aways, since the time the Ad went on Air, the company has been growing at a fast clip by posting 40% month on month growth in Pizza sales. Critically evaluate effectiveness of Advertising Campaign of Domino's Ad. 7

**SECTION-C**

4. (a) Explain the strategic Retail Planning Process. 7  
(b) Describe the differentiation strategies in Retail. 7

**OR**

- (c) Explicate : Electronic Payment System in detail. 7  
(d) Explain the role and importance of Information Technology Solutions in Retail Business. 7

**SECTION-D**

5. Khan Market, genteel market in the heart of Delhi, has turned into India's Costliest Tract of high-street retail. At Rs. 220 per sq ft., Crossroads in Mumbai comes a poor second. The rate of the anchoring front shops in Khan Market has already touched Rs. 400 per sq ft. and may go up more in future. The average shop space is small — well under 1000 sq ft. — yet landlords can easily take home a lakh and a half.

But this is nowhere in comparison to global main street rentals. Fifth Avenue and East 57<sup>th</sup> Street in Manhattan share the first place as the world's most expensive Retail location as per the last year's edition of "Main Street across the world", that is \$ 700 per sq ft.

The basic cause why rents are increasing is the transformation of this regular provisions and services market into lifestyle destinations. Khan Market was built to service the bureaucrats and politicians who live around it. So there were fresh produce stores, repair shops, regular groceries, clothing Merchants the odd bookstores, a music store, a crockery shop, a toy shop etc. The average consumers were either the Diplomat, Bureaucrat, Lawyer or Politician.

Post liberalization the change was first noticed. The consumer base grew to include long staying foreigners who chose to live in the upscale, Amrita Shergill Marg, Golf links and JorBagh. Khan Market was also successful in attracting the fashion fraternity and upwardly mobile rich young teens and young call centre employees with loads of time to hang about during the day.

- (a) Analyse the case and explain the type of Retail location discussed in the above case study. 7  
(b) Explain in detail the location based Retail strategies for such Retail Markets. 7