

Exam.Code:0001

Sub. Code: 0095

2031

B.A./B.Sc. (General) First Semester
Retail Marketing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions each from Unit.

x-x-x

I. Attempt any ten of the following:-

- a) Differentiate between a "hyper market", "discount store" and "specialty store" with examples.
- b) List Socio cultural and technological Influences on retail management.
- c) What is the importance of value delivery in retailing?
- d) What is impact of life style in retail shopper behavior?
- e) List the factors that affect the retail lifecycle?
- f) What is multi channel retailing give an example?
- g) What are the different variables should a retailer have in studying the consumer decisions process?
- h) Differentiate between Private Label and Manufacturers Brands.
- i) Explain the importance of retail audit.
- j) What is the role of Business Intelligence in retail marketing?
- k) Explain how discounts and offers help in increasing the sales of a retail store
- l) What is Universal Product Code (UPC)?
- m) Explain the Government of India policy implications on retail industry.
- n) What are the factors to be considered for positioning the retail shop?
- o) What is the difference between e commerce and e tailing? (10x2)

UNIT - I

II. Discuss in detail about the various types of organized and unorganized retail stores in India. (15)

III. Define retailing. Discuss the scope and prospects of retail sector in the Indian context and describe the drivers for growth of retailing in the country. (15)

P.T.O.

(2)

- IV. What is the significance of retail theories for retailers? Outline various Theories of retail development. (15)
- V. What are different types modes of multi channel retailing? What are the key success factors in multi channel retailing? (15)

UNIT - II

- VI. What do you mean by Retail Marketing Environment? Discuss various types of retail Marketing Environmental Forces influencing Marketing Decisions. (15)
- VII. Discuss strategies adopted by Shopper's Stop in its Marketing Operations. (15)
- VIII. Discuss emerging trends before Modern Retailing Formats in India. (15)
- IX. Why is it important for retailers to know the difference between "marketing" and "selling"? Explain the difference between "marketing" and "selling". (15)

x-x-x

C4KNOWLEDGEMANAGERS