

3M3016

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**3M3016**

**M. B. A. III Sem. (Main) Exam., Jan. 2016**

**Marketing**

**M-321 Retail Management**

**Time: 3 Hours**

**Maximum Marks: 70**

**Min. Passing Marks: 28**

*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal** marks.*

1. NIL

2. NIL

**SECTION-A**

- Q.1 What are the reasons behind evolution of Indian retail industry ? What do you mean by retail buying process ? [7+7 = 14]
- Q.2 What are the major types of retail layouts? Explain basic retail marketing mix strategies. [7+7 =14]
- Q.3 "Customer Relationship Management is most important in retail business." Explain with examples. [14]
- Q.4 Write short notes –
- (a) Visual merchandising
  - (b) Impact of FDI in retailing [7+7 =14]

Q.5 "Online retail is the future of Marketing." Explain with live examples. [7+7 = 14]

Q.6 What is franchising ? What are the major types of franchising ? Give some examples of Indian marketing scenario. [4+6+4 = 14]

### **SECTION-B**

Q.7 You are a marketing research person. Your new project is "To evaluate store location and to prepare promotion strategies for retailers." Your area is Rajasthan and you have to plan for FMCG market.

(a) What are the important points to be considered for retail store location ? [7]

(b) Prepare a promotion strategy for target retailers. [7]