Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS3032** | **Duration :** | **3hrs** |
| **Sub. Name :** | **RETAIL MARKETING** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Retailing has become an intrinsic part of everyday lives. Why has retailing has become such a popular method of conducting business? | CO1 | 5 |
| b. | Describe the evolution and the various formats of retailing. | CO1 | 15 |
| (OR) | | | | |
| 2. | a. | What is Consumer behavior retailing? Explicate the various steps in consumer buying process. | CO2 | 10 |
| b. | What factors drive the consumer to purchase their merchandise in brooke field mall at Coimbatore? | CO2 | 5 |
| c. | Illustrate with examples the various functions of retailing. | CO1 | 5 |
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| 3. | a. | Retailers need to continuously monitor the changing scene in the environment. Do you Agree? What do you mean by retail environment? Describe the forces that affect the retailing environment. | CO1 | 15 |
| b. | Briefly explain the recent trends in the Indian retail industry. | CO2 | 5 |
| (OR) | | | | |
| 4. | a. | Elucidate with appropriate justifications how does a retail organizations determines a Store location. | CO3 | 10 |
| b. | Illustrate a suitable retail planning process for a reputed reliance trend type of retail outlet. | CO2 | 10 |
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| 5. | a. | Deliberate the significance of using various types of store layouts and visual merchandising. | CO2 | 10 |
| b. | Explain the need of Store designing. | CO2 | 5 |
| c. | Describe the rating plan method of store location. | CO2 | 5 |
| (OR) | | | | |
| 6. | a. | Discourse the prominence of Inventory planning and Merchandise Management. | CO3 | 10 |
| b. | Does retail pricing affect the merchandise performance ? Debate the various pricing strategy for the retailing sector. | CO3 | 10 |
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| 7. | a. | Enlighten the retail logistics and supply chain management principles in retailing sector with suitable examples. | CO2 | 10 |
| b. | Is information technology play a significant role in retailing? Expound the impact of information technology in retailing. | CO3 | 10 |
| (OR) | | | | |
| 8. | a. | There are various legal issues faced in the retail industry. Comment on the various problems faced. | CO3 | 10 |
| b. | Describe briefly on the following :   1. Bar Coding 2. Electronic Shelf labels 3. Customer database management system 4. Computerized replenishment system | CO2 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. |  | You are recruited as business development manager for new upcoming retail store of Burger King a chain group of restaurant.   1. Conduct a marketing mix for the new business opportunity 2. Do the retail planning process 3. Explore the suitable layout, designing and visual merchandising of the retail store. | CO2 | 20 |