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

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**End Semester Examination – Nov / Dec – 2019**

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

**ANSWER ANY FIVE QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Outline the functions of retailing. | CO1 | 10 |
| b. | Elucidate the types of retail formats in India with example. | CO1 | 10 |
|  |  | **(OR)** |  |  |
| 2. | a. | Explain the stages of retail life cycle. | CO1 | 10 |
| b. | Discover the major factors responsible for the growth of organized retailing in India. | CO1 | 10 |
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| 3. | a. | Illustrate the elements of retail marketing mix. | CO2 | 10 |
| b. | How mixed merchandising impacts retail businesses? Discuss. | CO2 | 10 |
|  |  | **(OR)** |  |  |
| 4. | a. | Enumerate the different pricing strategies for better retail execution. | CO2 | 10 |
| b. | Interpret the factors affecting consumer price sensitivity in the retail industry. | CO2 | 10 |
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| 5. | a. | Outline the challenges faced by Indian retail industry. | CO3 | 10 |
| b. | Analyze the impact of foreign direct investment on Indian retail sector. | CO3 | 10 |
|  |  | **(OR)** |  |  |
| 6. | a. | Discuss the recent trends of retailing in India. | CO3 | 10 |
| b. | Identify the reasons for the growing popularity of online retailing in India. | CO3 | 10 |
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| 7. | a. | Examine the role of super markets in supply chain management of  fruits, vegetables and food items. | CO4 | 10 |
| b. | Describe the functions of retail logistics system. | CO4 | 10 |
|  |  | **(OR)** |  |  |
| 8. | a. | Explain the legal and ethical issues in retailing. | CO5 | 10 |
| b. | Appraise the different anti theft devices used by retail stores in India. | CO6 | 10 |
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| **COMPULSORY QUESTION:** | | | | |
| 9. |  | **Case Study:**  Mr.Kamesh, a middle aged graduate business man owns and runs a 50 years old gift items emporium which he had inherited from his late father about a decade back. This emporium is the oldest shop located in one of the busiest and highly commercial markets of South Delhi, which is surrounded by a series of modern retail shops each of them offering a variety and specialized merchandise from mobile accessories to premium brand of apparels and other services to the customers.  The emporium as mentioned earlier is the oldest outlet yet strategically located in the market place and stocks reasonably good merchandise. However, the outlet is very old and has a traditional look without any changes since its inception. Since the last couple of years Mr.Kamesh, was keenly observing and realized that despite being the oldest shop offering a wide range of merchandise at value for money prices and with a reasonably loyal clientele found that the business was slowing down consistently signaling the onset of poor demand and thereby affecting the sales and profits.  Disheartened by the current state of the business Mr.Kamesh was trying to identify and figure out the reasons for its poor performance and is all set to improve the Pitfalls in the near future if he gets the right guidance and direction to turn around. He also had a wish to add some technological changes to his Emporium.  **Questions:**  1) What kind of alternative strategies would you recommend to be undertaken to make the emporium more attractive for the shoppers?  2) Elaborate on the key atmospheric components that Mr. Kamesh should focus upon.  3) Suggest few Digital Devices for Mr. Kamesh’s Emporium.  4) Whether Kamesh needs to manage Customers through Database Management System? | CO6 | 20 |