

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination  
December, 2013**

**MCNE-038 : RETAIL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (i) *Answer any five questions.*  
(ii) *All questions carry equal marks.*

1. Discuss the role of Retailing in India and explain the Retail Organisation Concept with the help of an example. 20
2. (a) Explain internationalisation of Retail with the help of an example. 10  
(b) Is understanding the Retail customer necessary ? Explain its relevance with the help of suitable examples. 10
3. Define Retail Market Segmentation. How for segmentation strategy helps the Retail Organisations in India. Discuss with the help of suitable examples. 20
4. Write short notes on : 4x5=20
  - (a) Retail strategy
  - (b) Retail Locations
  - (c) Merchandise Management
  - (d) Retail Development

5. (a) How for Private Labels and Category Management are relevant in the Retail Marketing ? Explain with the help of suitable examples. **10**
- (b) Explain briefly the importance of financial strategy in Retail Marketing with the help of an example. **10**
6. Discuss the role of Human Resource Management (HRM) in Retail Marketing. Explain the concept of Training in Retail Marketing with the help of an example. **20**
7. Explain the importance of Supply Chain Management in Retail. How for information systems help in Retail Marketing ? Explain with the help of suitable examples. **20**
8. Write notes on : **4x5=20**
- (a) CRM
  - (b) Servicing the Retail Customer
  - (c) Retail Pricing
  - (d) Branding in Retail
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