

00383

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

Term-End Examination

December, 2012

**MRS-018 : CONSUMER AND RETAIL
ACTIVATION**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. (a) What is brand activation ? Explain the differences between marketing and activation with relevant examples. What are the key issues that are addressed by brand activation ? 2+4+4
- (b) What are store brands ? What is the necessity to launch store brands ? Are store brands always acceptable ? 3+4+3

2. (a) What do you mean by 'advertising budget' ? Discuss the 'bottom up' technique for setting advertising budget. 3+7

- (b) Differentiate between 'above the line' and 'below the line' techniques in retailing communication. What do you understand by the term 'line' in above the line and below the line communication strategies? Explain with example. **7+3**
3. (a) What role does marketing communication play in a situation where consumers spontaneously purchase a product? Give suitable examples. **12**
- (b) What are the steps in developing a promotional strategy? **8**
4. (a) What dimensions of consumers behaviour would you like to consider while developing any communication strategy for retail activation? **8**
- (b) "People purchase the same product for different reasons." Discuss this statement in the context of brand activation for the following **12**
- (i) Coffee mug in retail coffee chain
- (ii) Budget shoe store chain
- (iii) LCD TV.

5. (a) What is visual merchandising ? Discuss the key characteristics of visual merchandising by citing a relevant example. 2+6
- (b) Define atmospherics. What are the elements of an effective atmospherics ? Discuss how atmospherics help us influencing consumption process of the customers in a hypermarket. You can explain the process by analysing necessary examples. 2+3+7
6. (a) What are the important consumer and business elements that have produced the current location patterns of retail outlets in developing countries like India ? 10
- (b) Provided the latest trends in retail shopping and customer behaviour, what changes are expected to take place in the retail outlet location in a large urban shopping mall ? 10
7. (a) What is DAGMAR approach ? Discuss the hierarchical model upon which the communication objectives are based. 3+6
- (b) Suggest media planning for the following 3+4+4
- (i) Promotion campaign directed to semi-urban consumer.
 - (ii) Creating awarness of blood donation
 - (iii) Launching a green generator

8. Write short notes on (*any four*) 4x5=20
- (a) Role of employees in brand activation
 - (b) Brand activation principles
 - (c) Secondary catchment area
 - (d) Role of relationship marketing in retail activation
 - (e) Hierarch of Effect (Lanidge-Steines) model
 - (f) Social media plan
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