

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)**

00200
00700

Term-End Examination

June, 2013

**BRS-019 : RETAIL MARKETING AND VISUAL
MERCHANDISE**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Choose a retailer and describe how it has developed a competitive strategic advantage ? 20
2. Different brand of car dealerships are usually located near one another on same street. What are the pros and cons of this strategy ? 20
3. What will be the key skills and knowledge requirements of retail marketing manager in the next decade ? 20
4. On what dimensions you perceive that local retailers have re-designed their retail mix to meet competition from organized retail chairs ? 20

5. Identify a store/service provider that you believe has an effective loyalty program. Explain why it is effective ? 20
 6. As we move towards internet e-tailing, is branding becoming less important than in the past ? Analyse this and also the future impact of internet on retail marketing ? 20
 7. Given the recent trends in retail slopping and customer behaviour, what changes may occur in the location of retail outlets in large city centres ? 20
 8. Most department stores place the cosmetic counters at the ground floor mall entrance. Explain why this is the preferred location in lieu of other potential locations ? 20
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