

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

Term-End Examination

June, 2013

**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 ? "Store brands will not be successful strategy in India". Discuss the statement with suitable examples. 3+7
2. (a) What is index of retail saturation ? Consider 2+10 the following example of a food and grocery store saturation in a catchment area. There are 15,000 customers in the area and they spend an average of ₹ 200/ week in food stores. There are three stores covering the market with an area of 30,000 sq.ft. Calculate index of retail saturation. Explain your answer.

- (b) What do you mean by advertising budget ? 2+6
Discuss the "bottom up" technique for setting advertising budget.
3. (a) What is brand awareness ? Can there be different communication objectives in creating brand awareness ? "The specific audience the advertising is intended to focus upon will typically be larger than the target market". Do you agree ? Give reasons. 2+3+5
- (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' promotion strategies ? 7+3
4. (a) What is media planning ? Discuss the various steps involved in media planning. 2+7
- (b) Explain how media planning would differ for different product categories. Illustrate your answer by choosing one product each from FMCG, consumer durable and industrial product sector and bring out the deviation accordingly. 11
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 in influencing consumption process of the customers in a hypermarket. You can explain the process by analysing necessary example. 2+3+7
6. (a) You have recently joined as Product Manager for "Snow White", a new laundry detergent store brand that will be introduced to the market within next six months. Would you use a push or pull strategy ? Explain. 8
- (b) What role does marketing communication play in a situation where consumers buy a product spontaneously ? Analyse with example. 12
7. (a) What factors a retailer would consider while selecting the location for his store ? Illustrate your answer with examples. 10
- (b) Discuss the importance of building a store brand. Explain the elements that contribute to the store brand building. 10
8. Write short notes on (*any four*) : 4x5=20
- (a) S - shaped function curve to explain advertising to - sales - response function
- (b) Lifetime value analysis

- (c) Brand extension
 - (d) Secondary catchment area
 - (e) Challenges of store brands
 - (f) Role of relationship marketing in brand activation
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