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M.A. FRM
Term-End Examination
December, 2011

MFM-024 : FUNDAMENTALS OF RETAILING

Time : 3 hours

Maximum Marks : 100

Note : Attempt ALL questions.

SECTION ONE : 80 Marks

1. Write short notes on *any two* of the following : 2x10=20
- (a) Convenience stores
 - (b) Multi-attribute model
 - (c) Shopping Malls
 - (d) Warehouse clubs
2. What are the benefits of retailing through the channel of stores vis a vis other non store channels like internet on catalogues. 20
- Why are retailers moving to non store retailing formats ?

3. What are the various types of buying decisions ? 20
For each of these decision making processes, explain for which products do customers use these processes and the methods employed by retailers to sell to customers in each of these situations.
4. Using the steps in the consumer buying process 20
describe how you used this process to select your wrist watch ? How much time did you spend in this process ? Amongst the brands that you rejected, choose one and explain what that retailer could have done to make you buy their brand of watches.

SECTION TWO : 20 Marks

5. Fill in the blanks : 4x2.5=10

- (a) 24 letter Mantra is a _____ format retailer.
- (b) _____ segmentation groups consumers on the basis of objective characteristics such as age, gender income etc.
- (c) There is an additional _____ slapped on apparel in the 2011 budget.
- (d) Reliance group operates a consumer durables and information technology store under the name of _____.

6. Write *True* or *False* : 4x2.5=10

- (a) VALS is a widely used tool for lifestyle segmentation.
 - (b) Buying a suit for a job interview is fulfilling a utilitarian need.
 - (c) Primary trading area is the geographic area from which the shopping centre or store site derives 50-70% of its customers.
 - (d) Bharti has tied up with Marks and Spencer's for their retail store operations.
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