

**M.A. IN FASHION RETAIL MANAGEMENT
PROGRAMME (MAFRM)**

Term-End Examination

December, 2011

**MFM-033 : RETAILING AND MARKETING
STRATEGIES**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any two* questions from Section A.

(ii) *All* questions of section B and C are **Compulsory**.

SECTION - A

1. What is Retail - Market Strategy ? Explain the elements of a Strategy statement and provide two examples to illustrate the concept. **25**
2. Which are the common growth strategies adopted by retailers ? Discuss the growth strategy model. Explain each of these strategic along with examples of Indian retailers. **25**
3. A retailer plans to open a new casual wear specialty store near a university. It will stock t-shirts, accessories and sweat shirts, Suggest and integrated communication program for the retailer. What specific advertising media should the retailer use to capture the university market. **25**

SECTION - B

4. Write short notes on the following :

5x8=40

- (a) Diversification
- (b) Gross margin
- (c) Electronic Data Interchange
- (d) Lifetime customer value
- (e) Extrinsic rewards

SECTION - C

Fill up the blanks :

4x2=8

5. (a) CBD stands for _____
- (b) _____ and _____ are two types of rewards that store employees receive for their work.
- (c) In _____ compensation plan sales people or managers receive a fixed amount of compensation for each hour or week they work.

6. *True or False* :

2x1=2

- (a) Direct selling by employing sales people is the most flexible kind of communication method
- (b) Spencer's is a department store format of K. Raheja group.
-