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

**Term-End Examination**

**June, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What are the major retail formats in India ? 20  
Explain in detail.
2. (a) Explain future trends in retail marketing. 20  
(b) What do you mean by International retailing ?
3. What role does a brand ambassador play in retail brand activation ? Explain in detail with example. 20
4. Discuss the different store layout formats and analyze the merits and demerits of each. 20

5. (a) Explain the import of Globalisation on changing retail formats. 20
- (b) Discuss the advantages and disadvantages of:
- (i) Multiplex
  - (ii) Shopping Arcades
  - (iii) Customised Stores.
6. Explain the steps in logistics Re - Engineering Procedure. 20
7. How Important CRM (Customer Relationship Management) is for consumer activation in retail ? Justify with example. 20
8. Instore event as a promotional activity. Discuss merits and demerits in detail providing examples wherever necessary. 20
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