

M.A. FRM

Term-End Examination

June, 2012

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 :
 - (a) Category specialists 2x10=20
 - (b) Consideration set
 - (c) Speciality stores
 - (d) Comparison shopping

2. What are the steps in customer buying process ? 20
What measures do retailers take to reduce the step of Information Search ?

3. Which type of locations are available for retail stores ? Explain unplanned retail locations with examples. Which retailers prefer unplanned retail locations, discuss two examples of retailers who operate in unplanned locations. 20

4. Explain by an example the concept of multi channel retailing. Name a brand / retailer that is using multi channel retailing effectively. Give reasons to support your choice. 20

SECTION TWO : 20 Marks

5. True or False : 4x2.5=10

- (a) Shopping Malls are enclosed, climate controlled, lighted shopping centres with retail stores on one or both sides of an enclosed walk way.
- (b) Lifestyle and shopper's stop can be classified under the same retail format.
- (c) Nature and use of the product does not influence the amount of information search that a customer does.
- (d) Home Town is the home furnishings retail format of Future Group.

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

- (a) _____ Segmentation groups customers by how they spend their time and money and their attitudes and opinions.
 - (b) Sabse sasta har din is the tag line for _____ .
 - (c) First citizen's club is the loyalty program of _____ .
 - (d) _____ sell their products on the Internet.
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